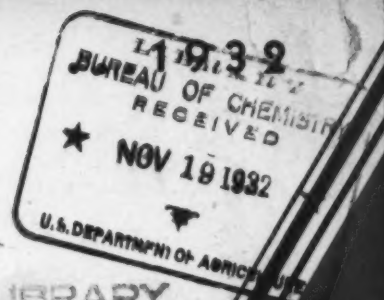


NOVEMBER...

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12/11

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*The*  
**MANUFACTURING  
CONFECTIONER**

# Your Coatings Must Be Right!



**N**O matter how good the centers of your chocolates . . . no matter how beautiful the box . . . You cannot hope for increasing sales volume unless the coatings please the public.

**MERCKENS FONDANT  
PROCESS COATINGS,**  
with their rich flavor, extreme  
smoothness and uniform con-

sistency, are bound to meet the requirements of the most exacting confectioners.

Merckens Coatings have contributed much to the success of some of the finest package chocolates in America. The Swiss Fondant Process by which they are made, slightly modifies the sugar, bringing out . . . to the full . . . the superb flavor of the high-grade cocoa beans. No better chocolate coatings have ever been produced.

*Write today for trial samples. No Cost. No Obligation.*

**MERCKENS CHOCOLATE CO., Inc.**  
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**BRANCHES**  
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131 State St.

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Handler & Merckens, Inc.  
180 W. Washington St.

**MERCKENS**  
QUALITY  
CHOCOLATE  
**COATINGS**

# The MANUFACTURING CONFECTIONER

Vol. XII

NOVEMBER, 1932

No. 11

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*Statements and opinions offered in this magazine are not necessarily endorsed by the Editors and Advisory Editors or by the publishing organization with which they are affiliated. The author who signs an article assumes full responsibility for the statements which it contains.*

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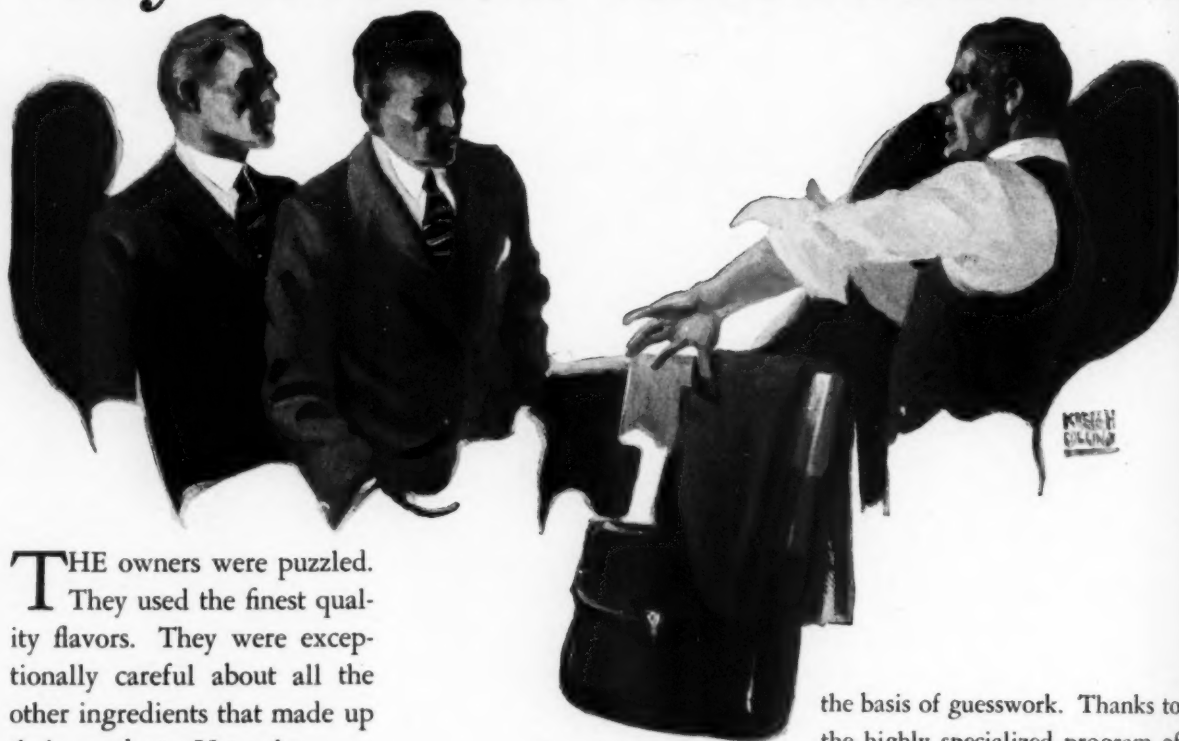
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# And Then They Found Out Why The Blend Wasn't Balanced



**T**HE owners were puzzled. They used the finest quality flavors. They were exceptionally careful about all the other ingredients that made up their product. Yet sales were on the downgrade. They knew that something was wrong with their products—that the blends were not balanced—but were at a loss as to just where the trouble lay. And then they called in the F&J representative for consultation. It didn't take him long to get at the root of the difficulty. He explained to them that their blends weren't balanced because they were using the wrong grades and types of flavors for their particular requirements. A careful study revealed just the grade and type of flavor needed to produce ideal results in each finished product. A solution

was arrived at that was scientifically helpful. Once again the house of Foote & Jenks had pointed the right way to eliminate an all too-prevalent difficulty.

## *Let Science Fit Your Flavors*

There is no need for anyone to approach his flavor problem on

the basis of guesswork. Thanks to the highly specialized program of this organization real progress has been made in developing a definite, scientific method of determining the correct grade and type of flavor best adapted to the individual need. The results of this progress are yours to utilize in improving the flavor appeal of your products. Submit your problems to us, and we'll make our recommendations without cost and without obligation.

**FOOTE & JENKS**  
INCORPORATED  
*Flavor Consultants and  
Manufacturers since 1884*  
**JACKSON, MICHIGAN U. S. A.**

*When writing our advertisers please mention The MANUFACTURING CONFECTIONER*



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## The Manufacturing Confectioner's Approved Advertising of Confectioners' Machinery and Supplies

### and Miscellaneous Advertising Directed to Manufacturing Confectioners

*POLICY: THE MANUFACTURING CONFECTIONER is essentially a manufacturers' publication and therefore is a logical advertising medium only for confectioners' supplies and equipment. The advertising pages of THE MANUFACTURING CONFECTIONER are open only for messages regarding reputable products or propositions of which the manufacturers of confectionery and chocolate are logical buyers.*

*This policy EXCLUDES advertising directed to the distributors of confectionery, the soda fountain and ice cream trade. The advertisements in THE MANUFACTURING CONFECTIONER are presented herewith with our recommendation. The machinery equipment and supplies advertised in this magazine, to the best of our knowledge, possess merit worthy of your careful consideration.*

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# ESSENTIAL OILS *for* CONFECTIONERS

OIL ANISE      OIL LEMON  
OIL ORANGE  
OIL CASSIA  
OIL PEPPERMINT  
OIL LIMES DISTILLED  
OIL LIMES EXPRESSED

Highest Quality

Reasonably Priced

*Ask Us for Samples*

**UNGERER & CO.**  
13-15 West 20th Street  
NEW YORK

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# CERELOSE

## THE SPECIAL-PURPOSE SUGAR

JUST as a hammer and a saw, in the hands of a carpenter, are different tools for entirely different purposes, so Cerelose and ordinary sugar are different tools in the hands of the confectioner. • Cerelose has its own special properties which make it the ideal sugar for a number of special purposes. Among these properties are lower viscosity, higher osmotic pressure, a tendency to produce smaller crystals in itself and other sugars, a less intense sweetness, a cooling taste and a tendency to accentuate added flavors. • There are many instances, accordingly, in which the use of Cerelose results in decided manufacturing advantages and produces definite improvements in texture, flavor and keeping quality. • If you are not now using Cerelose, tell us what you make and let us explain how you can use it to advantage.

SALES SERVICE DEPARTMENT

**CORN PRODUCTS REFINING COMPANY**

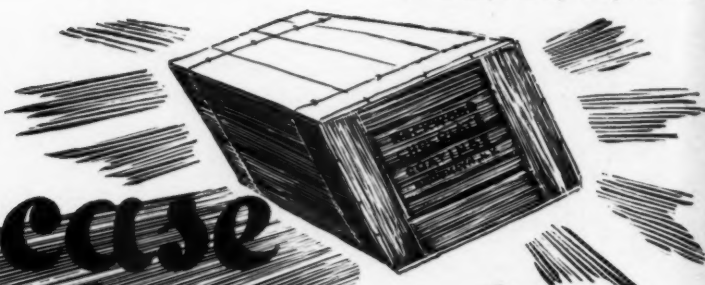
**17 BATTERY PLACE**

**NEW YORK, N. Y.**

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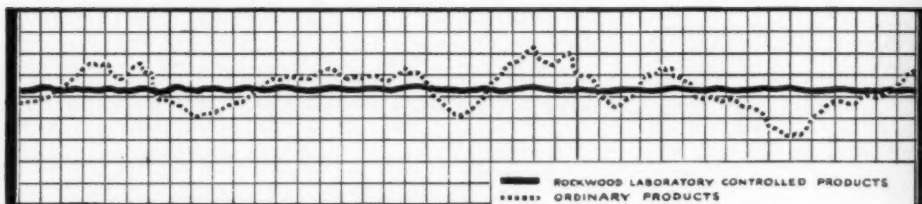
# Pick a case of coating



... any case of Rockwood's Pure Chocolate Coatings. Check it against the standard set for its type by our Laboratory. ...

## PICK ANOTHER!

• By any practical manufacturer's test, this will be the duplicate of the first one.



• The graph tells the story better than words. Always the same high standard of materials and manufacture . . . always the same degree of viscosity . . . always an absolute uniformity in butter content . . . always the same velvety dipping qualities. Our Laboratory demands it!



Remember, there is a coating exactly suited to every type of center. Are you using the one that will give you the best results? One of our coating experts will be pleased to consult with you...and at no obligation.

## ROCKWOOD & Co.

BROOKLYN, N. Y.  
BOSTON

CHICAGO  
LOS ANGELES

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**A**CTUALLY THEY COST LESS because a poor flavor is expensive to use at any price. It destroys all the effects of attractive presentation and effective merchandising methods, almost insuring against resales.

LOLLIPOPS and other similar low-priced confections may be flavored to a degree of excellence not yielding to that found in the most expensive confections and at a cost within the reach of every manufacturer. Many regular users of our FRITZBRO HARD CANDY FLAVORS report greatly increased sales of low-priced hard candies

in a year which has been generally disastrous, and attribute this almost solely to the popularity engendered by the delicious flavor of their candies.

FRITZBRO HARD CANDY FLAVORS are highly concentrated as hard candy flavors should be. They are not diluted to make the cost seem low. No alcohol or water is present to impair the physical consistency of the candy after cooking is completed.

Why spend money and effort to get all the water out of your candy only to return it in the form of a cheap diluted flavor?

*Over fifty popular flavors to choose from. Samples and full details on request.*

# FRITZSCHE BROTHERS, INC.

"A FLAVOR FOR EVERY PURPOSE"

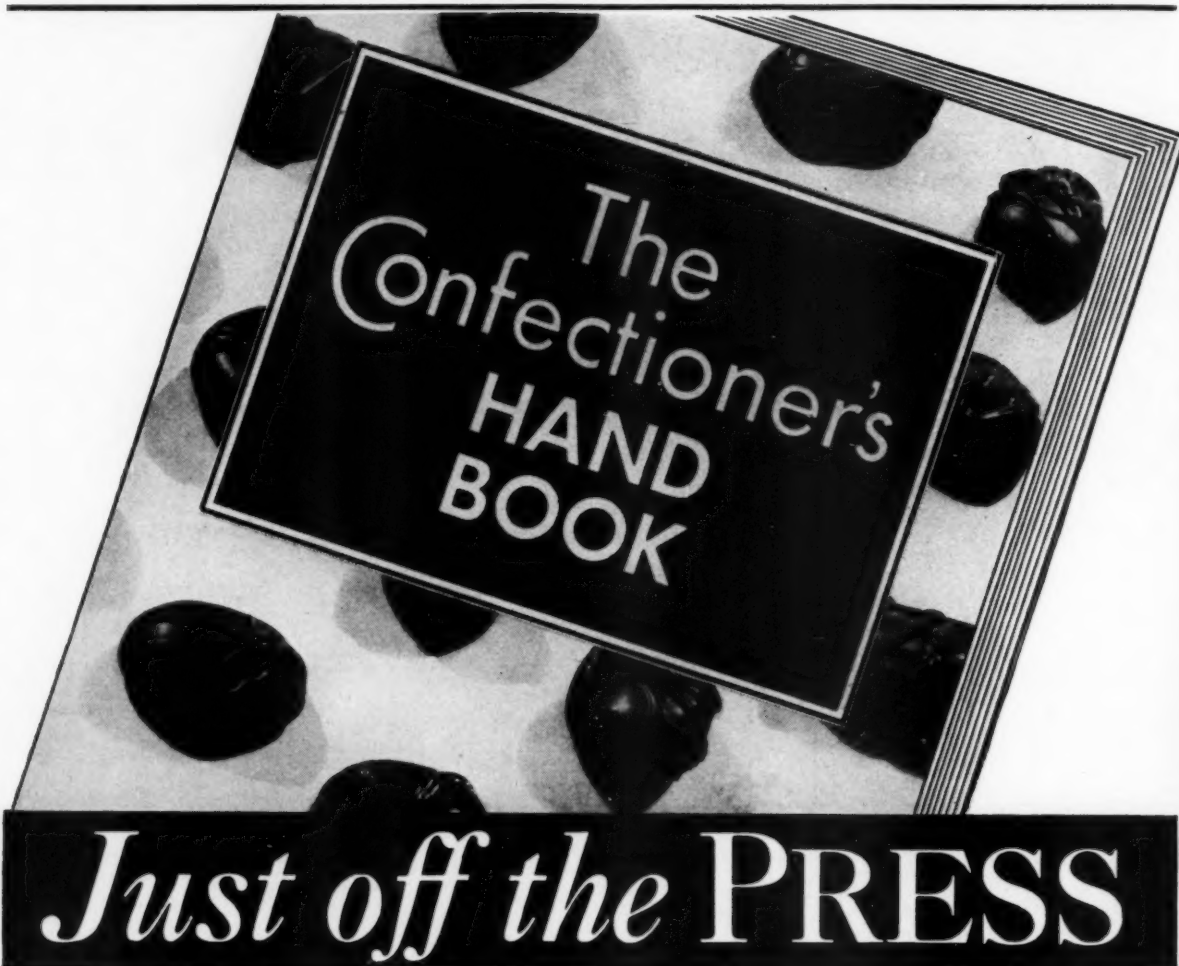
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NEW YORK

Fritzsche Brothers of Canada, Ltd.  
77-79 Jarvis St., Toronto

118 WEST OHIO ST.  
CHICAGO

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WRITE TODAY FOR YOUR FREE COPY



\* Baker Technical Service is based on over 150 years' experience as manufacturer for the confectionery trade. As the oldest and leading manufacturer of chocolate, it is the business of this service to understand confectioners' problems, to keep abreast of taste trends and new developments, to help create new ideas and pieces, to figure costs, coverage, yield, and generally to advise manufacturing confectioners. Every problem is handled individually. Use this service freely.

**BTS**  
**150**

The Confectioner's Handbook is ready for distribution.

Here is something the industry has been waiting for and needing; a practical working manual of helpful suggestions; the answers to many common problems.

This book is the condensed experience of the oldest and leading manufacturer of chocolate liquors and coatings for confectioners. It is a product of Baker Technical Service\*—the result of handling thousands of questions on chocolate problems. It is a production guide to better confections, more uniform results, and greater sales.

Write today on your business letterhead for your free copy of The Confectioner's Handbook.

**WALTER BAKER & CO., INC.**

DORCHESTER, MASSACHUSETTS . . . . . MONTREAL, CANADA

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# ***The Key Piece of*** **DIRECT MAIL LITERATURE** ***from Manufacturers to Buyers***



**T**HE object of every manufacturer is to develop a market for his products—and a preference for his house. But no market can be developed by the occasional mailing of circulars to the trade • • • It takes continuous contact with the buyers and constant presentation of the manufacturer's message to develop the desired preference for his products in a highly competitive market. • • • This becomes costly with ordinary direct mail. The best printed medium for increasing and retaining jobber and dealer enthusiasm to increase sales is to employ advertising in the *Key Piece of Direct Mail Literature of the Industry*—The CONFECTIONERY BUYER • • • It is less costly per buyer and far more effective.

The CONFECTIONERY BUYER is recognized as not "just another trade paper" but rather a nation-wide program for Better, More Profitable Merchandising of Candy • • • It will carry your sales message to a selected list of 8,000 Wholesale, Chain Store, and Large Retail Buyers representing the greatest potential buying power in the distribution of candy.

Your salesmen move your goods toward the buyers. The CONFECTIONERY BUYER moves the buyers toward your goods. Properly coordinated, the two present an irresistible combination.



*The Specialized Publication Edited  
and Circulated Direct to 8000 Buyers*

## **THE CONFECTIONERY BUYER**

Division of The Manufacturing Confectioner Publishing Co.  
1142-3 The Merchandise Mart, Chicago, Illinois

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# SPECIAL ANNOUNCEMENT

## FOR SALE

### CHOCOLATE DEPARTMENT

- 1—24" National Equipment Enrober, Anti-Tailer, Automatic Feeder, Bottoming Attachment, Bentz Delivery and Cooling System.
- 6—National Equipment Enrobers, 16", all with Anti-Tailers.
- Bottoming Attachments, Automatic Feeders, and Bentz Cooling Tunnels.
- 1—National Equipment 16" Decorator, late style, chain drag system, with 12 chains.
- 1—LeRoy Decorator, fancy bag type, for Enrober.
- 1—Eclipse Model G Decorator for coatings or icings, for Enrober.
- 1—Bentz Chillblast, complete.
- 3—2000 lb. capacity, National Chocolate Melters.
- 12—1000 lb. capacity, National Chocolate Kettles.
- 8—500 lb. capacity, National Chocolate Kettles.
- 4—300 lb. capacity, National Chocolate Kettles.
- 1—Walters Basket Machine.
- 10—4 Pot and 6 Pot Chocolate Dipping Tables.
- 1—Forgrove Foil Wrapping Machine, with motor.
- 10—Smith Scales.
- 1—Package Machinery Bar Wrapper.
- 1—Package Model F-2 Box Wrapper.
- 8—Motor Driven Conveyors for packaging goods.

### CARAMEL AND NOUGAT MACHINERY

- 3—50 gal. National Equipment, double action, Mixing three speed, tilting, jacketed kettles.
- 2—50 gal. National Equipment, single action, Mixing, three speed, tilting, jacketed kettles.
- 1—Caramel Cutter and Wrapper.
- 3—White Caramel Cutters.
- 1—Racine Reversible Caramel Sizer.
- 2—Mills Reversible Sizing Machines.
- 1—National Equipment Automatic Nougat Cutter.
- 4—Mills Nougat Cutters.

### MARSHMALLOW MACHINERY

- 2—Werner, double action, Marshmallow Beaters.
- 1—Savage 80 gal. Marshmallow Beater.
- 1—Springfield 50 gal. Marshmallow Beater.
- 1—Hobart 3 speed Marshmallow whip, 80 qt. capacity.
- 1—Gabriel Two Way Marshmallow Cutter.

### STEAM KETTLES

- 30—Steam Kettles, with bottom-draw-offs, following sizes: 10 gal., 35 gal., 40 gal., 50 gal., 60 gal., 80 gal., 100 gal., 200 gal., 300 gal.
- Steam Jacketed Mixing Kettles: 25 to 100 gal. capacity, single and double action.

### NUT MACHINERY

- 2—Nut Roasting Machines.
- 1—Lehmann Almond Blanching Machine.
- 1—Lehmann Nut Sorting Machine.
- 1—Peanut Butter Mill.

## WALTER M. CO.

**FOR SALE**  
(OF CANDY MACHINERY)

**447 COMMERCIAL, BOSTON**

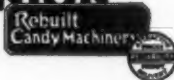
has been discontinued and we have been  
the complete modern Candy and Chocolate  
address.

This plant operated until recently and the machinery is still set up.—We invite your inspection. Our representative will be on the premises in Boston for the next few weeks.

We have a limited time to keep the machinery in its present location, so that we are quoting very attractive prices for quick sales.

This  
add to,  
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### UNION



### Sacrifice Prior to

## Coating and Co.

Recently Secured from PARK & TILFORD KEYS

- 2—Lehmann 12 pot Cocoa Butter Presses, Automatic filling and cake ejecting, late construction for dryest pressing.
- 1—Lehmann completely automatic Cocoa Powder Outfit, with Breaker, Pulverizer, Cooler.
- 2—National 5 Roll Refiners.
- 3—National and Lehmann 3 Roll Refiners.
- 5—2000 lb. capacity, National Chocolate Melters.
- 10—1000 lb. capacity, National Chocolate Melters.
- 6—500 lb. capacity, National Chocolate Melters.
- 1—W. & P. 100 gal. Mixing and Kneading Machine.
- 2—National Equipment Paste Moulding Machines with National Shaking Tables.
- 1—Racine Chocolate Depositor with long metal belt and cooling conveyor.
- 3—Long Chocolate Cooling Conveyors.
- 1—National Complete Cocoa Powder Outfit.
- 1—National, Four Roll Cocoa Cake Breaker.
- 1—Schutz O'Neil Sugar Pulverizer.

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Write or Wire Us Collect or Prior

## UNION CONFECTIONERY MACHINERY CO.,

CABLE ADDRESS: UNIFECMAC



# ANNOUNCEMENT

## MLOWNEY

### FACTORY

#### CANDYMAKERS, Inc.)

#### ROCKFORD, BOSTON, MASS.

We have been fortunate in purchasing  
chocolate Equipment at the  
address.

This is the chance of a lifetime to improve, or  
add to, your factory, with most modern machines  
at sacrifice prices.

May we suggest that you WRITE TODAY OR  
WIRE at our expense, since all offerings are sub-  
ject to prior sale, and there is only a limited  
quantity of each item available.

### Price Quick Sales

### UNION

Rebuilt  
Candy Machinery

## Chocolate Equipment

### TILFORD KEYSTONE CHOCOLATE CO. Plants

- 1—Bausman battery combination of four disc machines with two 500 lb. kettles.
- 2—National close coupled, pot Conges, 4000 lb. capacity each.
- 4—National Equipment Longitudinal Conges, 1600 lb. capacity.
- 4—38" National Triple Mills.
- 2—Bausman Liquor Process Machines.
- 2—Bausman Coating Process Machines.
- 3—Springfield Chasers.
- 1—Springfield Melangeur, 6 ft.
- 1—Burns Cocoa Bean Cleaning Machine, complete.
- 2—National Crackers and Fanners, seven compartment.
- 1—Lehmann Dust Cleaner.
- 1—Portable Chocolate Truck with motor driven pump
- Chocolate Pans and Moulds.
- Chocolate Pumps, all sizes.
- 6—Five and Ten Cent Ferguson and Haas Chocolate Bar Wrappers.

### Collect Prices and Details

## ERCO., 318-322 Lafayette St., New York City

E ADDN CFECMACH

## PIECE MEAL

### MOLDING MACHINERY

- 5—National Equipment Mogul Machines.
- 12—Wood Mogul Pumps.
- 1—Complete Carrier Portable Hot Room.
- 8000—Standard Starch Trays with starch, size 14½"x32", outside measurements.
- 50—Plaster and Aluminum Mould Boards.
- 2—Friend Handroll Machines.
- 2—Springfield No. 2 Depositors.
- 1—Racine Depositor.
- 1—Springfield Simplex Starch Buck.
- 2—Hand Printers.
- 2—Colseth Starch Board Trucks.
- 2—Gyrator Sifters.

### CREAM DEPARTMENT

- 10—Werner Syrup Coolers, 600 lb. capacity, with Werner, two cylinder, Snowflake Cream Beater.
- Also Barbour Stockwell Tilting type, double arm, Cream Beater, including Pumps, etc.
- 2—National Equipment 600 lb. Syrup Coolers, with Jacolucci Cream Beater.
- 2—5 ft. Ball Cream Beaters.
- 1—5 ft. Dayton Cream Beater.
- 3—60 gal. Baum, high speed, Cream Breakers.
- 2—50 gal. Springfield E. B. Cream Remelters.
- 30—Cream Trucks.

### HARD CANDY MACHINERY

(Also at PARK & TILFORD Factory)

- 1—Simplex Steam Vacuum Cooker.
- 1—800 lb. Buckhard Vacuum with kettle and pump.
- 2—Racine Die Pop Machines, motor driven.
- 1—Racine Duplex Automatic Sucker Machine, with conveyor and blower, motor driven, latest style.
- 1—Hildreth size 6, double arm, Pulling Machine, motor driven.
- 1—Hohberger Continuous Cutter, with chains.
- 1—Racine Continuous Cutter.
- 2—Werner Ball Machines.
- 5—York Batch Rollers, electrically heated, motor driven.
- 10—Water-Cooled Tables, 3' x 6' and 3' x 8'.
- 1—Kiss Machine.
- 3—Mills Drop Machines with Rollers.
- 15—Burkhard 38" Revolving Pans with and without coils.
- 10—Syrup Kettles, 10 to 25 gal. capacity.
- 1—300 gal. Steam Jacketed Crystallizing Tank.
- 9—Crystallizing Tanks with screens, pans and baskets.
- 1—Tilting Crystal Frame.

### Office—Stock and Shipping Equipment

- 100—4 wheel factory trucks.
- 600—Steel Lockers.
- 2—Toledo Floor Platform Scales.
- 5—International Time Clocks.
- Steel Shelving.
- 2—Moon Hopkins Billing Machines.
- 1—Moon Hopkins Calculating Machine.
- 1—International Payroll Machine.
- 10—Typewriters.
- 1—Motor Driven Paper Cutter.
- 1—Large Paper Baler.
- 1—Steel Safe Cabinet.
- 20—Desks and Chairs.
- 200—Factory Stools.

# Anheuser-Busch Brand Confectioners Corn Syrup

---



Sets the standard measure for quality.  
Where the finest candies are made, you will  
find Anheuser-Busch Brand Corn Syrup  
in use. No other brand approaches it in  
the entire field for its crystalline brilliancy.

---

**Anheuser-Busch, Inc.**  
**ST. LOUIS, U. S. A.**



## ATLAS GENUINE FRUIT EXTRACTS SEMI-PASTE FORM

A new form of GENUINE Fruit Extract possessing all  
the NATURAL qualities of the fresh-picked FRUIT.

*An EXTRACT which will add a superior quality to your CONFECTIONS*

---

**H. KOHNSTAMM & CO., INC.**

83-93 Park Place, NEW YORK, N. Y.

11 E. Illinois St., CHICAGO, ILL.

*First Producers of Certified Colors*

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# CITRIC ACID U.S.P.

"MADE FROM AMERICAN LEMONS"

By Exchange Lemon Products Co., Corona, Calif.

CRYSTALS • GRANULAR  
• POWDERED •

IMMEDIATE SHIPMENT IN  
KEGS • BARRELS • CARLOADS

FROM NEW YORK, CHICAGO, PHILADELPHIA, ST. LOUIS



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180 Varick Street, New York City

J. T. BAKER CHEMICAL COMPANY  
Phillipsburg, New Jersey

NEW YORK QUININE & CHEMICAL WORKS  
101 North 11th Street, Brooklyn, New York



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Products Department—CALIFORNIA FRUIT GROWERS EXCHANGE—Ontario, California



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25	26	27	28	29	30	31

# The CANDY MAN'S CALENDAR

November

11th Month

30 Days { 4 Saturdays  
4 Sundays

December

12th Month

31 days { 5 Saturdays  
4 Sundays

Day of Month	Day of Week	EVENTS	Day of Month	Day of Week	EVENTS
1	Tu	.....	1	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, Ohio.—Monthly meeting Westchester Candy Jobbers' Assn., Yonkers, N. Y.
2	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Elks Hotel, Philadelphia.	2	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.
3	Th	Monthly meeting Cincinnati Candy Jobbers' Assn., Grand Hotel, Cincinnati, O.—Monthly meeting Worcester Candy Jobbers' Assn., Yonkers, N. Y.	3	Sa	.....
4	Fr	Weekly meeting Utah Manufacturers' Assn., Salt Lake City Chamber of Commerce, Salt Lake City (each Friday noon).—Monthly meeting Falls Cities Confectioners' Club, Louisville, Ky.	4	S	.....
5	Sa	.....	5	M	Monthly meeting Candy Production Club of Chicago, Hotel Sherman, Chicago.
6	S	.....	6	Tu	Get out your Santa Clauses. It's almost here.
7	M	Monthly meeting Candy Production Club of Chicago, Hotel Sherman, Chicago.	7	W	Weekly meeting Colorado Confectioners' Assn., Oxford Hotel, Denver, Colo. (each Wednesday).—Monthly meeting Retail Confectioners' Assn. of Philadelphia, Elks Hotel, Philadelphia.
8	Tu	Confectioners' Buying Assn., 17 E. Austin, Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.	8	Th	Christmas buying in full swing.
9	W	Monthly meeting Manufacturing Confectioners of Baltimore, Md.	9	Fr	.....
10	Th	Monthly meeting Board of Governors of N. Y. Candy Club, Inc., Hotel McAlpin, New York.	10	Sa	Easter and St. Valentine novelties and boxes should be well advanced by now.
11	Fr	Armistice Day.	11	S	.....
12	Sa	.....	12	M	.....
13	S	.....	13	Tu	Confectioners' Buying Assn., 17 E. Austin, Chicago.—Monthly meeting Chicago Candy Club, Hotel Sherman, Chicago.—Three-day annual meeting Western Confectionery Salesmen's Assn., Palmer House, Chicago.
14	M	.....	14	W	Monthly meeting Manufacturing Confectioners of Baltimore, Md., Emerson Hotel, Baltimore, Md.
15	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Pa., Progress Club, Philadelphia.	15	Th	Monthly meeting Utah-Idaho Zone, Western Confectioners' Assn., Salt Lake City.—Monthly meeting N. Y. Candy Club, Hotel McAlpin, New York.
16	W	.....	16	Fr	.....
17	Th	Monthly meeting Utah-Idaho Zone, Western Confectioners' Assn., Salt Lake City.—Monthly meeting N. Y. Candy Club, Hotel McAlpin, New York.	17	Sa	.....
18	Fr	.....	18	S	.....
19	Sa	.....	19	M	.....
20	S	.....	20	Tu	Monthly meeting Confectionery Salesmen's Club of Philadelphia, Pa., Progress Club, Philadelphia.
21	M	.....	21	W	.....
22	Tu	Monthly meeting Candy Square Club of N. Y., Hotel McAlpin, New York.	22	Th	.....
23	W	.....	23	Fr	.....
24	Th	Thanksgiving.	24	Sa	Remember—lots of candy in those stockings!
25	Fr	One month to Christmas. Holiday boxes and novelties all ready to go on display?	25	S	Merry Christmas!
26	Sa	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa.	26	M	Candy Executives and Associated Industries Club, 71 West 23rd street, New York.
27	S	.....	27	Tu	Monthly meeting Candy Square Club of N. Y., Hotel McAlpin, New York.
28	M	Candy Executives and Associated Industries Club, 71 West 23rd street, New York.	28	W	How about that inventory?
29	Tu	Easter and St. Valentine novelties and boxes should be well advanced by now.	29	Th	Monthly meeting Assn. of Manufacturers of Confectionery and Chocolate of State of N. Y., Pennsylvania Hotel, New York.
30	W	.....	30	Fr	.....
			31	Sa	Monthly meeting Pittsburgh Candy Club, Pittsburgh, Pa., New Year's Eve.



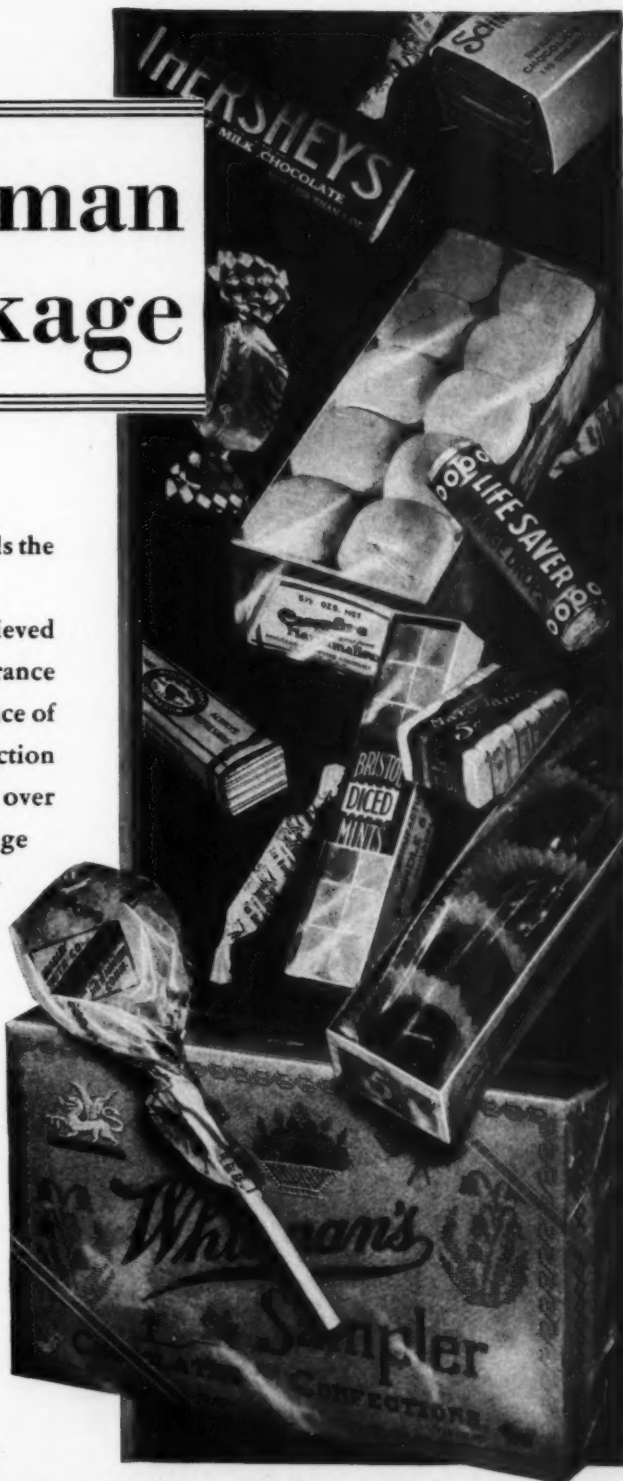
# Make a Salesman of your Package

**T**ODAY, more than ever, business needs the help of packages that *sell*.

A marked increase in sales is often achieved merely by giving the package a finer appearance and greater attention-value . . . The assurance of freshness through better package-protection may give a product a decided advantage over competitors . . . And frequently a package which permits the buyer to "see the product" through a transparent wrapper will put new life into a slow-moving item.

We have worked closely with the leading package goods manufacturers for the past 29 years, devising better forms of packaging and supplying the machinery to do the work. We will be glad to assist you in making a real salesman of your package—or to help you lower your costs. Get in touch with our nearest office.

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## Editorial

### The Will of the People

**A** GREAT Presidential campaign has just ended. A new leader has been chosen.

Those who supported Mr. Roosevelt have had the pleasure of seeing their candidate swept into office by an avalanche of votes. Their fondest expectations have been fulfilled.

Those still loyal to the man who, four years ago entered upon what was to be one of the most trying periods of administration in the Country's history, have had the unhappy experience of seeing their idol go down to defeat. That defeat, so overwhelming, seems poor recompense for the years of unceasing toil, energy and constructive effort which Mr. Hoover has given unselfishly and unstintingly to his Country. However, the will of the people has been voiced and it will be the job of History to dissipate befogging issues and

place Herbert Hoover in the category of great American Presidents.

The last few years have been characterized by that most destructive of elements, Uncertainty. Apart from the chaos of world affairs, our own divided Government has contributed generously to this condition. The outstanding accomplishment of this election will be the elimination, to a large extent, of this fatal element. Political harmony should prevail. For a time at least, partisan politics will not be an obstruction to certainty of action in the administration of the Government's business. This will enable the ordinary business man to do a little advance planning of his own. As a result business should continue to improve. And after all, regardless of party or politics, that is the one thing we are all most interested in right at the present moment.

### Six Principles of Selling

**A**CCORDING to Professors Alvin C. Busse and Richard C. Borden there are six cardinal principles of salesmanship. Salesmen and sales managers who are unfamiliar with the work of these two university professors will be eager to know just what these principles are. There is no magic about them; they are simple, commonsense fundamentals, so obvious that the average salesman will be inclined to think their importance has been overestimated. But, say Messrs. Busse and Borden, that is the very reason they are so seldom observed.

Well, you might ask, how do these two educators *know* all this; upon what do they

base their convictions? Certainly they must have strong supporting evidence to substantiate their claims. As a matter of fact and record, they have—plenty!

In the first place, both are seasoned salesmen—not merely academicians. In the second place they have tackled the science of selling from a logical, but hitherto untried angle. For the past seven years they have sat in the background of thousands of selling interviews, recording in detail the conversations, arguments and discussions of the participants exactly as they occurred. They have covered every conceivable kind of a selling job and the opportunities thus afforded them for ob-

servation and study of the actions and reactions of both salesman and prospect have been ideal. It was their subsequent study of the individual case histories that resulted in the development of their six fundamental principles. They soon observed that in practically every case of a sales being "made" all or a majority of the principles were in evidence, while in the unsuccessful cases one or more of them were violated.

And now for these six principles essentially as presented by Borden and Busse:

1. Don't do more than your share of the talking; be a good talker *second* and a good listener *first*. Get your prospect to uncover his *biggest* objection as early in the conversation as possible.

2. Never interrupt a prospect; always let him have his "say."

3. Don't slip into a belligerent or argumentative manner.

4. Get prospect to tell you why he thinks he's right.

5. Restate in your own words the prospect's principal objection and then get him to verify the fact that your understanding of it as stated is correct.

6. Then concentrate your attack on that one key issue and don't deviate onto unvoiced objections.

Simple? Just as simple as A B C, but try putting them to the test. Keep them in mind next time you are trying to sell an idea to your boss or a new item to one of your candy jobbers. Check yourself and see if you are unconsciously falling into some of the traps adherence to these principles would help you avoid.

## Merchandising Scores a Point

SCIENTIFIC merchandising, from which this and many another industry have suffered for the lack of, has developed in recent years from a comparatively minor role to one of stellar importance. Its function as an aide and ally to distribution is no longer denied or even questioned. Industry has accepted it, and now the forces of higher education have begun to accord it belated recognition.

A full college course is now offered by a large western university in which the student specializes in sales training, wholesaling, retailing, advertising, etc. Employment in the chosen field during vacation or part time employment during the school year is a requisite of the course. Satisfactory completion of it entitles the successful student to a degree of Bachelor of Science in Merchandising.

This is a progressive step and a venture

which will in all probability lead to the addition of merchandising courses to the curricula of other colleges and universities. It is not without significance to the manufacturer—particularly the manufacturer of a product such as candy. His may be the finest facilities in the world for the manufacture, sale and distribution of his products, but unless his goods are properly and intelligently *merchandised* at the point of sale his otherwise excellent facilities are apt to be seriously impaired. To get his goods off the shelves and counters of his wholesalers and retailers and into the hands of the ultimate consumer is one of the manufacturer's biggest problems today. His well oiled, perfectly geared machine is performing smoothly in all but that one respect; perhaps the college trained merchandising specialist will show him how to keep it functioning at all times.

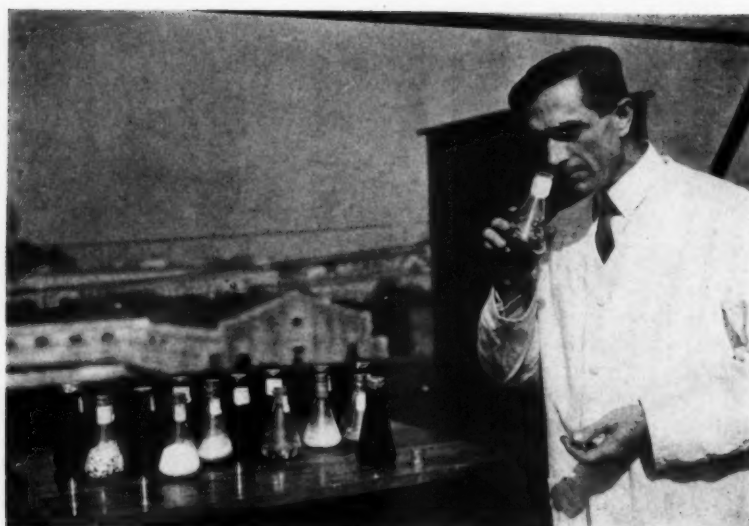
## Pronouncements of Success

THE publication *Marketing* once stated that "Advertisements are to be regarded as revelations and proclamations of man's aspirations." In recalling some of the advertising that has appeared from time to time we are impelled to the conclusion that in these particular cases the advertisers aspired to but one thing,

—the delusion of the public for promotional purposes. *Marketing's* definition, however, implies a more idealistic purpose and one which we are pleased to feel motivates the vast majority of advertisers.

That instinctive and irrepressible urge which is continually at work forcing man

(Continued on page 57)



Mayne R. Coe finds the contents of the clear glass flask having changed for the worse. Green and black containers kept their contents sweet and appetizing.

# The Grass-Green Container

*Recent discovery proves this color most efficient for food preservation*

By C. E. GAPEN

**O**N the roof of one of the Government buildings in Washington, there are placed, where they will catch as much sunlight as possible, some twenty or more glass flasks containing samples of butter, salad oil, lard, pecans, cashew nuts, potato chips, mayonnaise, whole wheat flour, corn meal, cookies, crackers, and other oil-bearing foods. They were all put there at the same time several weeks ago. There are two flasks containing butter, two containing lard, two containing nuts, two containing potato chips, and so forth. In each case the food in one flask is rancid, while the food in the other is not. The explanation lies in the fact that the flasks are not the same color. One is clear like window glass and the other green. Green, by absorbing or deflecting all other colors of the

rainbow, allows only green light to shine on the material in the flask and thereby delays the development of rancidity in oil-bearing foods.

This discovery, which has innumerable industrial applications, was made by Mayne R. Coe, a chemist in the Bureau of Chemistry and Soils, U. S. Department of Agriculture. He made the discovery because he was looking for it. He observed, and partly explained, certain long-suspected relationships between light and decomposition. Other investigators had noticed similar relationships, without realizing their general significance. Had they chosen to investigate more critically the action of light they might have beaten Mr. Coe to the Patent Office, which recently granted him a public service patent on his discovery. This kind of patent may bring him much credit, but can not bring him any

money. It makes the discovery available without charge to any resident of the United States.

Not long ago, after Mr. Coe had published a short summary of his discovery in a scientific journal, a woman in the Bureau of Chemistry and Soils entered his office one morning and said: "I hear you are doing something interesting with green. You may like to know of my experience. For some time my next-door neighbor and I have bought butter from the same farmer. My neighbor has complained that her butter does not keep nearly as long as mine. I keep mine in covered glass containers that chance to be green. She keeps hers in a yellowish dish." Some time afterwards the woman informed him that her neighbor now has no more trouble since she bought herself some green dishes with covers.



### Light Causes Spoilage of Some Products

It has been known for a long time that light causes certain things to spoil. Manufacturers wrap chocolate in tinfoil to keep out the light. With the same object they put other products in tin cans, brown or amber bottles, and dark store rooms. Sunlight also affects milk and medicines. It hastens the photochemical decomposition of silk. It causes rubber to deteriorate, so that tire makers put red or black pigment in their tires in order to keep out certain light rays. Pharmacists have long been aware that certain drugs keep best in glass colored to shut out rays from the parts of the spectrum near the ultra-violet bands. In several cases these rays hasten decomposition.

This knowledge, however, was too vague for general use. Broadly, the only practicable way to prevent decomposition through the action of light was to exclude all light from spoilable products. That can be done by putting them in black. But black has decided commercial disadvantages. Besides being a depressing color, it is too concealing, particularly for bottled goods. The pharmacists tried other colors; but they worked largely by guess. For a time they set much store upon amber-colored glass. In 1926, however, a committee of the American Pharmaceutical Association reported that the value of amber glass as a protection for pharmaceuticals had been taken too much for granted. It recommended the scientific study of other colors.

Other scientists had glimpsed the nature of the problem before Mr. Coe began his investigations. Dr. William J. Husa, Professor of Pharmacy in the University of Florida, declared in 1928 that it is not all light, but only light of certain wave-lengths that hastens the decomposition of a substance. This wave-length, he said, may vary for different substances. The suggestion touched the core of the problem.

### Relationship Between Decomposition and Wave-Length

It was necessary to find out, for different substances, what light rays

did the least harm. Experiments with ultra-violet rays and infra red rays had shown that these rays can decompose certain things. It remained to be determined what degree of harmful power the visible spectrum has which includes red, orange, yellow, green, blue, indigo, and violet rays. The investigation is still in its infancy for the vast number of materials affected by light. Mr. Coe had not seen Doctor Husa's brilliant suggestion when he began the work. He started, not with a general theory, but with a series of experiments to determine how rice polish and rice bran, which are very perishable, may be kept from spoiling.

When exposed to ultra-violet light from a mercury lamp, the products became rancid in a few hours. When exposed to direct sunlight, they did not become rancid for several days. This difference showed that the ultra-violet light emanating from the mercury lamp was stronger than that from the sun. It was a logical step to try the different wave-lengths of light separately. Accordingly, the investigator exposed his samples in different colored Cellophane wrappers, and tested them also in darkness. Almost invariably, such things as butter, lard, cottonseed oil, potato chips, and peanut butter became rancid after a short time in all the wrappers except the green and black ones. These experiments were subsequently repeated with color filters of known light transmission. Some of the products naturally spoiled sooner than others. It became evident that it was the wave-lengths of light that were absorbed that did the damage. Green light proved to be photochemically inactive on oil-bearing foods. Green containers protect because they exclude all other colors. Black is equally protective because it keeps out all light. Later investigations

may show that other colors protect other classes of substances.

### Must Be the Right Shade of Green

It is not every green, however, that exercises the protective influence. It must be a true or a luxuriant grass green. Yellowish green or bluish green does not work. In technical language the green delimited by 4900 to 5600 Angström units is the light that promotes rancidity the least in oil-bearing foods—in other words, the light from the greenest part of the band of green wave-lengths in the spectrum. Recently a manufacturer of breakfast foods began lining his cartons with green; but he uses a yellowish green. This commercial experiment for that reason may prove disappointing. Chlorophyll green delays rancidity the longest. The other wave-lengths of light seem to promote it. This is true not only of violet, indigo, blue, yellow, orange and red, but of blue with a little green and yellow with a little green. To obtain the best results, blue and yellow bands of the spectrum must be excluded as much as possible.

After demonstrating that green and black are protective, the investigator checked the discovery by working from the opposite direction. He ascertained the effect of each wave-length and found that none of the other colors was protective. The Smithsonian Institution helped him with a special instrument called a monochromater. This device isolates the different colored bands of light in the spectrum. Beginning with the ultra-violet end, Mr. Coe found that ultra-violet rays strongly enhance the appearance of rancidity in oil-bearing foods. He obtained the same result to a lesser degree with indigo and with blue, and with yellow, orange, and red. Green did not show any development of rancidity.

Scientists formerly thought that the exposure of oil-bearing foods to air or moisture alone will make them rancid. On the contrary air and moisture in the absence of light do not hasten rancidity in all cases. Mr. Coe put fresh rice bran in two bot-

(Continued on page 48)



# Chocolate Production by the Unit System

*In this concluding article Dr. Whymper shows the practicability of a small, self-contained, continuously operating chocolate unit using liquid sugar.*

By ROBERT WHYMPER

**A**T first sight it does seem rather remarkable that so much of the domestic and commercial sugars, carefully refined and crystallized into uniform and sparkling crystals by refiners, should promptly be dissolved up again before use in making most candies, ice-creams and many other confections, and in sweetening tea, coffee and other beverages. It makes one wonder why liquid sugar was not exploited before for many household and factory purposes. Yet there are, of course, certain very good and obvious reasons why liquid sugar will never replace 100% of the present forms of dry refined sugars, however large a percentage the quantity used may ultimately reach, since both custom and special requirements will perpetuate dry sugar.

Again at first sight, the chocolate industry would appear to be the last and the least likely to succumb to the use of liquid sugar owing to a positive terror on the part of many chocolate manufacturers for water, and, in any case, to a strong conservative attitude towards an apparently extreme innovation. Yet one has only to know, or to remember, that syrugged sugar has been commonly used for generations in many countries of the world for making high-class chocolates, couvertures, etc., to realize that the innovation lies only in more efficient manipulation.

There is little doubt that the presence of water in actual contact with chocolate is disadvantageous in many respects, and, while we have often enough referred to the

deterioration in flavor of cacao (beans and liquor) when improperly treated with water, or aqueous solutions, whether before or after fermentation, we have also emphasized that the presence of water in chocolate constitutes still greater an objection in modern factories owing to the all-steel machinery that has largely taken the place of the granite machines of old. This increased objection is due to the reaction of tannins, which all cacaos contain, upon iron when water is present, resulting in black and strongly metallic tasting compounds.

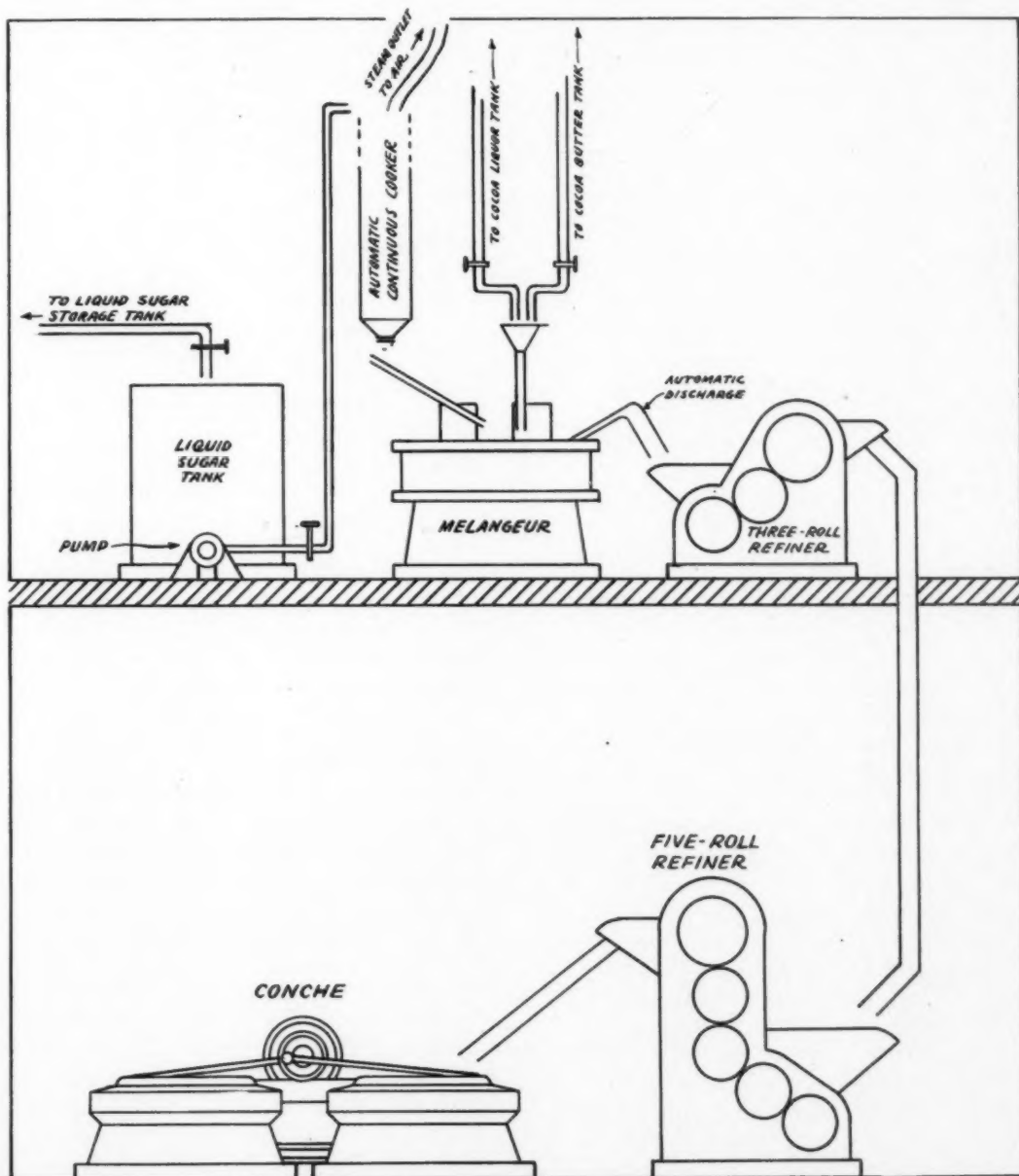
The problem confronting the inventor setting out to use liquid sugar in chocolate manufacture was, then, primarily to insure that by the time the cacao liquor and butter were added to the sugar ingredient no water was left to cause the damaging effects described. The second thing he had to think of was how to make the process continuous in a self-contained unit, using as much as possible of existing chocolate machinery so that the cost of installation of the process would be negligible or reduced to a minimum. In this last consideration he was certainly helped by the fact that all three ingredients he was handling—sugar, cacao liquor and cacao butter—could be reduced to the liquid state and could be pumped at a uniform rate of flow in any required fixed proportions, provided, in the case of the sugar particularly, the liquid was always of uniform density, resulting in as accurate a formula by this means as could be secured by a workman weighing out each ingredient separately.

## THE MANUFACTURING CONFECTIONER

Without going into details regarding the many attempts to secure just what he was after, the inventor ultimately hit on the following scheme which proved successful. We will follow the sugar first of all.

The liquid sugar of high purity and fixed density was pumped at a fixed rate of flow through a continuous cooker until it emerged at the requisite temperature, and the cooked syrup was then run direct into the center of a chocolate melangeur where,

by means of fixed guides in the melangeur, the cooked syrup was passed beneath the sides of the revolving melangeur stones nearest the center of the melangeur first, and progressively thereafter through other portions of the rolls as the melangeur bed revolved. Graining of the sugar started immediately, and the heat of crystallization of the sugar began to drive off the remaining small amount of water left in the cooked syrup, while the open surface of



the melangeur enabled the sugar to cool very considerably, until, by the time the sugar had reached about the middle of the melangeur bed, the cooling sugar contained less than 0.5% of moisture. The sugar made in this way was dry enough and mostly fine enough to begin to fly as a powder at this point, and the grain of the sugar so prepared was soft and eminently suitable for passing, with maximum economy in grinding power, through the chocolate refiner rolls at a later stage.

It will be observed that by this method, with any given density of syrup and any given speed of pump revolutions, a fixed amount of sugar solids present in the syrup emerges per unit of time from the cooker, and, consequently, there is also a fixed amount of dry sugar passing in unit time at any point in the revolving melangeur, if the guides are set correctly. Thus, if at the point where the sugar was satisfactorily dry enough fixed rates of flow of cacao liquor and cacao butter were allowed to enter, a chocolate mixture would be formed of any desired formula according to how the rates of flow had been adjusted. This in effect was carried out, and, by the time the mixture of dry sugar, cacao liquor and butter had been guided to the outer periphery of the melangeur, a rough chocolate paste was formed. This paste could be removed by an automatic discharge and continuously passed through a three-roll refiner set close to the melangeur, where a more thoroughly mixed and smoother product resulted. The consistency of the chocolate paste as it left the melangeur was such that, after it had passed through the three-roll refiner, further feeding through a five-roll refiner was possible. Thus a continuous flow of smoothly ground chocolate was secured starting with liquid sugar in a manner that formed the basis for a patent application.

It is needless to add that the chocolate so prepared can be treated subsequently in any manner desired, conched or further refined, etc., after addition of more cacao butter has been made. Conching or heat-treatment in mixers is, in fact, recommended as for all good quality chocolates, and it should be emphasized that the process de-

scribed is particularly suitable for making the better grades of chocolate in a cheap and efficient manner.

In the original experiment a 5 ft. 6 in. melangeur with free revolving stones was used, and an output of chocolate paste equivalent to 500-600 pounds per hour of finished chocolate was produced in a continuous operation in the manner described. Experience indicated that the larger the melangeur the better the results and the larger the amount of chocolate produced per hour, and that power-driven stones, such as are supplied on the more modern No. 7 melangeurs, would appreciably facilitate the operation.

The whole process on the face of it is so simple as to be foolproof, so compact as to utilize the minimum amount of floor space, and so economical in labor that one man could run at least two complete units with one unskilled helper.

The combined advantages of such a process are:

(1) A saving in the price of sugar solids used, since the differential between the sugar solids in the liquid sugar and granulated sugar is more than enough to offset the cost of cooking.

(2) No weighing of ingredients is necessary, but a continuous uniform flow of ingredients from tanks is secured once the pumps have been set to requirements, thus saving considerable labor and handling.

(3) Continuous flow of chocolate up to an equivalent of 750 pounds of finished chocolate per hour is assured, according to the size of the melangeur used.

(4) Saving in floor space occupied by the self-contained plant is considerable compared with the floor space necessary for machines on an intermittent basis producing the same amount of chocolate.

(5) Labor saving and convenience in handling the liquid sugar, which is pumped from tank wagon to storage tanks and thence to any part of the factory required, are great compared with handling sacks of dry sugar, slitting and emptying, pulverizing, weighing, etc. Mechanical sugar losses are also reduced to a minimum.

*NOTE: Keep the tanks full and the plant runs itself!*





Evan L. Rhoades

### California Fruit Appoints Rhoades Central District Manager

THE California Fruit Growers Exchange has just announced the appointment of Mr. Evan L. Rhoades as Central District Manager of the Products Department with offices at 189 West Madison St., Chicago, Ill. This appointment took effect November 1st.

Mr. Rhoades came to the Exchange from The American Preserve Company of Philadelphia, where he occupied the position of Chief Chemist for a period of over nine years. During the past year he has been actively engaged in scientific research and sales work for the California Fruit Growers Exchange. He is a graduate of Philadelphia College of Pharmacy and Science, where he majored in Chemistry. His scientific and sales background especially qualify him for the position to which he has just been appointed.

### Eighteenth Annual Convention Western Salesmen's Association

December 13-15—Chicago

THE three-day annual gathering of the Western Confectionery Salesmen's Association will be held December 13, 14, and 15 at the Palmer House, Chicago. This will be their Eighteenth Annual Convention and is the get-together for the Manufacturers' salesmen of the entire middle west.

The Nominating Committee appointed by President Lon Bencini submits the following nominations for officers to be voted upon at the coming convention.

Two Tickets

President—George J. Heiser, Atlantic City, N. J.

First Vice-Pres.—Edward L. Nixon, Chicago, Ill.

Second Vice-Pres.—Charles A. Deas, Jr., Findlay, Ohio.

Secretary-Treas.—George E. Burleson, Chicago, Ill.

President—George J. Heiser, Atlantic City, N. J.

First Vice-Pres.—Edward L. Nixon, Chicago, Ill.

Second Vice-Pres.—Arthur Griffiths, St. Louis, Mo.

Secretary-Treas.—George E. Burleson, Chicago, Ill.

The outstanding features are the Manufacturers' Dinner, the Stag Party, and the Dinner-Dance.

Members of the Convention Committee in charge of arrangements are: John T. Poole, Chairman; Sydney Z. Hoffmann, Tom London, F. A. Heroux, John L. Goggin, Lou Leckband, and I. R. Becker.

### New Franklin McVeagh & Company

THE Albert F. Bridges & Co. of Chicago, hereafter will be known as the Franklin MacVeagh & Co. Transfer of the trade marks, brands and good-will has been completed.

Founded originally in Chicago in 1865, the Franklin MacVeagh & Co. became one of the largest food distributing organizations in the country.

Albert F. Bridge & Co. secured a franchise to act as the supply depot for I. G. A. stores in the Chicago area two years ago.

T. J. Marguerite, general manager of Bridges & Co. for ten years, will be in active charge of the new Franklin MacVeagh & Co.

### Rockwood Sales Meeting and Exhibit

THE full line of Rockwood's Cocoa and Chocolate was shown in a three-day exhibit at the Hotel Schroeder, Milwaukee, on October 28th, 29th and 30th.

The affair was in charge of Mr. Ralph P. Wright, Division Manager, and Mr. Harry Baumgarten, Wisconsin jobbing representative.

In conjunction with the display, a Divisional Sales meeting of Minnesota, Wisconsin, Iowa and Illinois representatives was held.

### Loft's Reports Increased Sales

LOFT, INC., reports sales for the first nine months of 1932 of \$9,973,007.19 which is an increase of 3.15 per cent over the same period of 1931 when sales amounted to \$8,692,797.43.

### Free Trade in Ideas Now Hurdles Tariff Walls

OFFICES have now been opened in New York by Amerika-Interessen, Inc. organized as the American unit of A. G. Fuer Amerika-Interessen, operating also in Berlin, Paris and London.

How the work of this corporation helps manufacturers in this country to surmount the tariff barriers which grid-iron the world is explained in the following statement by Botho Lilienthal, president of the Corporation:

"Our method of operation is to make available to the manufacturers of one country, devices, processes and patents that have been proved successful in other countries. For manufacturers who wish to augment their incomes by obtaining business abroad, but cannot do so by exports, we negotiate agreements covering production and marketing rights. This is done by issuing licenses on a royalty basis or by the outright sale of the manufacturing and marketing rights for the country involved. In other words, we are endeavoring to replace the export of manufactured goods to some extent by bringing the inventive achievements, the engineering skill and manufacturing experience from one nation to the other. And fortunately, there are no tariff barriers against such import and export of ideas.

"Not only that, but this mode of international trade helps the unemployment situation of the country into which we introduce new ideas, because it often opens new lines of manufacture in such country and is also of benefit to the country from which we export, because of the financial results strengthening the gold reserves in this country.

"This work is already under way. A number of German inventions have been satisfactorily placed in England, and English developments are now being brought to the favorable attention of German industries. Similar negotiations are under way between Berlin and Paris. Eventually it is our plan to extend this exchange of ideas to cover the advantageous placement of the products of all countries that are now experiencing difficulty in export trade.

"In order to start our American Company, our engineers have selected from over 1,000 offerings, about 100 devices that seem suitable for immediate exploitation in this country. These are in many fields and include such widely different lines as machine tools and appliances, electrical devices, temperature indicators and recorders, optical instruments, advertising displays, air conditioning equipment, welding processes, steel house construction, and household utensils. These are but a beginning. Additional products and ideas will continuously be brought here from European countries and I hope to take many American developments successfully to Europe."

# Attraction—Salesmanship— Satisfied Customers

## The Three Objectives in Candy Merchandising

By NEVIN I. GAGE

**C**ANDY merchandising may be summed up in these three words—*attraction, salesmanship, and satisfaction.*

They are easy to remember. Impress them upon your salespeople.

Stating it another way, the three objectives of candy merchandising are: to Attract Customers, to Sell 'em (at a profit), and to Satisfy 'em. Retail salespeople and the candy industry in general need to improve considerably on all three of these functions. It means *improve candy displays, improve candy salesmanship, and at the same time increase the satisfied customers.*

Merchants who give attention to the factors that contribute to the success of these objectives are sharing in real candy volume and profits today.

While few of the suggestions below may be classed as new ideas in candy merchandising, let their importance be sufficient reason for our drawing them into the limelight. As a candy buyer in a big department store said the other day, "There isn't much new in merchandising, but there are a lot of good ideas that we once knew and have forgotten. We need to be reminded of them from time to time."

That speaks for the department store and chain store buyers. But the average retailer (grocer, druggist, cigar stand operator, etc.) knows practically nothing about the essentials of successful candy merchandising. And it's the industry's job to teach them—principally the salesman's job. Then the proprietor's to teach his salespeople.

### 1. Attraction

*Attraction* is the first job of good candy merchandising. Candy is pur-

chased chiefly on the impulse, hence attracting the customer is of vital importance in making the sale.

The problem of *attraction* includes everything that makes an inviting appearance and draws customers to the display of merchandise.

People buy candy with their eyes;

they buy it where they see it . . . where it is displayed most attractively.

Briefly, here's how to attract 'em:

*Good location* of candy in the store is essential to attracting candy customers. People will buy if you make it easy for them to buy. For instance: displays should be promi-



## THE MANUFACTURING CONFECTIONER

nent in the front of the store . . . open displays as much as possible . . . on top of candy cases . . . on cigar cases . . . on the soda fountain . . . near the cash register . . . on island tables or stands or in caddy racks . . . out where they attract attention.

*Layout and fixtures*—Cases and displays should be arranged to give maximum display . . . Not too crowded . . . Arrange shelves attractively . . .

Store layout should give customers plenty of room to "circulate" . . . Fixtures kept in good condition . . . It pays to modernize . . . "Dress up" your store.

*Light up your store* and candy displays. People are attracted by good lighting—it increases sales . . .

Customers like attractive surroundings.

*A good assortment* of quality candy in varieties suited to your customers attracts their patronage.

*Full stocks are important.* Keep displays full, fresh, attractive. Small displays and depleted stocks are deadening to trade.

*Appetizing displays* invite purchasers. Clean, fresh candies, neatly arranged, are tempting. Regardless of the price range or type of display, "appetizing" should be the keynote.

*Sampling* is a good way to arouse interest in a special piece or line of goods—in new items or old favorites . . . It makes sales.

*Reasonable prices and price cards*, as well as "talking" signs, have

great attracting power—especially when featuring special values. Make 'em neat!

*Window displays* attractively arranged, frequently changed, and featuring specials provide unlimited attracting possibilities . . . Your windows should pull people inside the store.

*Advertising* is your best medium of attraction for reaching out beyond the store and bringing buyers to the goods . . . Newspapers, direct mail . . . In the store use package inserts and candy manufacturer's advertising . . . signs.

*Salespeople* who are courteous, neat, alert, enthusiastic, helpful, and intelligent are essential to the candy department with attraction.

### 2. Salesmanship

Remember, however, that attracting customers to the point of sale—no matter how successfully done—is only the showmanship part of merchandising. Displays and the other elements of attraction mentioned above persuade the customers to buy—but the salesperson completes the sale. And there is a science to this.

Because of the personal element involved, the success of a retail business is largely in the hands of its salespeople. They can make a store popular or drive trade away . . . They can be mere "order takers" or increase the average sale.

Better *salesmanship* is one of the greatest needs of the retailer in merchandising candy . . . After you attract 'em the idea is to sell 'em!

*A good salesperson is:*

1. Neat and clean.
2. Friendly and cheerful.
3. Courteous and respectful.
4. Alert and attentive.
5. Eager to serve.

The smart interior of the Mrs. Snyder Shop in the Merchandise Mart, Chicago, where attraction, salesmanship and quality work together for satisfied customers. The fixtures are black and silver. Note the small desk for the customer's convenience in addressing parcel post shipments. All candy is marked plainly with its price and a brief description. Open packages, covered with Cellophane, along the top of the show case tell the customer just what each assortment contains.





Mass display prompts mass buying. . . . And after you attract 'em the idea is to sell 'em. . . . Because of the personal factor, the success of a retailer's candy business is largely in the hands of his salespeople. Besides being pleasant and courteous, the salesperson should know her candies. The girl above, in Wieboldt's, Chicago, has the qualifications.

6. Accurate and truthful.
7. Resourceful in helping customers make selections.
8. Calls attention to new items.
9. Gives quick service.
10. Keeps displays in appetizing condition at all times.

**A good salesperson KNOWS:**

1. Knows his *store*—its policies—the types of customers it serves—knows the location of its stock and supplies.

2. Knows his *candies*—names of varieties, their prices, and manufacturers. Knows the kind of candy in a bar, box or other package, or in bulk or penny goods. Knows selling points of each type, and the class of customer it is intended for. Knows how it is made and the difference between grades . . . The count in a pound . . . Knows if store carries any widely-advertised lines.

3. Knows his *customers*—studies them carefully to satisfy their wants. Learns the purpose of the purchase: immediate consumption, a gift, or a treat for family or children. Suggests items accordingly.

**A Good Salesperson Sells**

**1. Sells by Sales Appeals—**

(a) **Taste Appeal**—Every customer can be enticed by appealing to his taste. Here is where sampling comes in. Describe the taste

of each kind; e. g., *vanilla flavor*, *creamy* or *chewy consistency*, *smooth* or *honeycomb texture*.

(b) **Appeal of Appearance**—Take advantage of the eye appeal in attractive colors, shapes, mixtures, packages; the novel, the new, the fresh.

(c) **Quality Appeal**—It is more universally effective than price appeal. Customers want full value

for their money . . . Know what makes quality candies.

(d) **Appeal of Varieties**—A good salesperson exploits his varieties in bars, bulk and packages to suit and sell each customer.

2. **Sells by Suggestion**—He tactfully aids customers in buying and suggests additional purchases.

3. **Increases the Average Sale**—A good salesperson knows the amount of his average sale and works to increase it. Here's how:

- (a) Sells bigger volume.
- (b) Sells better quality.
- (c) Sells related items.
- (d) Shows and suggests new goods.
- (e) Samples items not purchased.

(f) When customer asks for items not in stock, the able clerk sells him something else.

(g) Learns the preferences of regular customers.

**SATISFACTION**

With all our emphasis upon *attraction* and *salesmanship* in merchandising, we can't afford to overlook the customer's viewpoint. And here is where the average salesperson falls down. He or she is usually too eager to make the sale—at any cost. Often at the cost of a *satisfied customer*.

(Continued on page 44)



Attraction is the first job of good candy merchandising. Window displays attractively arranged, and frequently changed, offer unlimited possibilities to pull people inside the store. Above is a Thanksgiving window in a Krygier Drug Store, Milwaukee, Wis. Sales were increased 100 per cent here by revamping their candy department with effective display.



## Some Headliners

# In Other Publications

A Digest of Articles on Advertising, Distribution, Selling and Other Subjects of Interest to Confectionery Manufacturers.

### Cutting Retail Operating Expenses

WHEN the present hysteria over prices is over, a more sophisticated merchant will recognize that all efficient stores are able to buy in the same deflated market, and pass along the economies to consumers. *The new competition will be in operating efficiency.* In the earlier prosperity, too many free and expensive services crept into the routine of the stores. *The next job is to duplicate in the field of distribution the economies which have already been effected in the realm of production.* Thus far, savings to consumers have been made to too large an extent at the expense of the profits of merchants.

Without adequate profits, stores cannot continue to exist. Under the challenge of present conditions, merchants cannot widen profit margins through price increases, but must perforce do so by means of slashing operating expenses. These economies should not be effected through wage and salary reductions but through more efficient use of personnel, through the elimination of waste, through the discontinuance of non-essential free services, and through agreements to charge fees to those customers requiring special privileges which the cash and carry customer does not want. . . .

The mass trade will want an opportunity to participate in the savings made possible through dropping unnecessary free services. *By way of illustration, a candy chain in New York, which makes a price appeal, points out to consumers that they do not eat the boxes and can save a great deal by accepting plain containers.*

(Advertising & Selling.)

### Annual Vending Machine Business Estimated Over \$100,000,000

A TOTAL of more than \$100,000,000 worth of merchandise and service is sold annually through coin device machines, according to an estimate made by a trade authority who addressed the recent Conference of Retail Distribution in Boston.

This authority stated that there are no official statistics showing either the number of machines classified according to type, or the total number in operation in the United States.

### Six Requirements Machines Must Meet

"From the viewpoint of the mechanic," the speaker stated, "anything may be eventually sold by machines, but from the viewpoint of the merchant, it must fulfill six requirements.

"1. The article must be packaged ready to take away; or it must be consumed on the spot like a drink.

"2. To sell best, it should have a con-

sumer demand built up through advertising sufficient to sell itself.

"3. The article must be small enough so that a large number can fit into a machine of reasonable size.

"4. Easily perishable goods should not be placed into machines unless a cooling unit is installed. This does not apply, of course, to automatic restaurants as the food is sold so fast it has no time to perish, or to apples and oranges which are not easily perishable.

"5. The price of the article should be not more than 25 cents. Above 25 cents customers want to look the goods over and ask questions. The vending machine is really a penny, nickel, dime, and quarter product distributor.

"6. Machine-vended articles must be standardized."—*Domestic Commerce.*

### Some Disadvantages of Free Deals Cited

SOME disadvantages from the use of free deals as a merchandising device by manufacturers were cited recently by an official of the Bureau of Foreign and Domestic Commerce in an address before the National Wholesale Druggists' Association.

Six ways in which these "deals" react to the disadvantage of retailers and wholesalers were given as follows:

1. Deals militate against the small merchant since he is unable to buy in sufficient quantities to get them.

2. Deals increase the operating cost of the retailer through causing him to overstock, thereby increasing his maintenance costs, such as insurance, investment, etc.

3. By causing the merchant to overstock, deals give the store a crowded and untidy appearance and thereby tend to drive away the better-class of trade.

4. They confuse the merchant on the matter of pricing. Deals of this character merely offer a quantity discount but in such a way that many merchants do not properly figure their cost and selling price.

5. They enable a cunning druggist to order a sufficient quantity to get the deal and then return the original quantity to the wholesaler for credit and keep the deal, thus getting the deal free. This occurs especially where the deal is shipped to the retailer direct from the manufacturer upon evidence of the purchase furnished by the wholesaler.

6. Deals in the form of an unrelated article, such as a toothbrush with every tube of shaving cream, in which the retailer is to give away the unrelated article, tend to reduce the sale, and there-

fore the profit, to be made on the regular stock of the unrelated item.—*Domestic Commerce.*

### Objections to Sales Contests For Jobber Salesmen

THERE are plenty of obstacles to be overcome by the manufacturer who wishes to conduct a contest among the salesmen of his wholesalers.

### Concentrates on One Product

In the first place, the average jobber carries a very wide line of products and, unless the circumstances are unusual, does not like to have his salesmen give too much attention to any one product, knowing that it can be given only at the expense of others.

### Guards Salesmen's Addresses

Secondly, as a rule the manufacturer likes to get the names and addresses of the jobbers' salesmen, and this is a mailing list that the average jobber guards rather jealously. He feels justly that he does not want his salesmen to be continually bombarded with sales literature from all types of manufacturers.

Even if the jobber's antagonism toward a contest is torn down, he is not likely to consent to having a salesman enter into any kind of competition unless the product is a fairly large unit seller.

### Type of Contest

The next question that comes up is the type of contest. The answer to this question is going to depend upon the relation of the manufacturer's line to the wholesaler's total sales and profits; the importance of the manufacturer's name; whether the line has leader possibilities; the seasonal element; the relative ease with which the line sells, and how much the manufacturer feels he can afford to give in the way of prizes.

### Cash Prizes Best

Regarding the nature of prizes it would seem that a cash prize would be the most suitable in this type of contest. The manufacturer must bear in mind that if the jobber does permit his salesmen to enter any competition, he probably is allowing them to compete in several contests during the year. Therefore, if merchandise prizes are offered there may be some duplication. Therefore, if merchandise prizes are offered there may be some duplication. The size of the prize, of course, cannot be determined arbitrarily and will depend entirely upon how much the manufacturer thinks the extra sales effort is worth.

### Danger of Subsequent Neglect

As a rule, contests for jobbers' salesmen are not any too successful. They probably bring the best results when a manufacturer is introducing a new product, but there is always the danger that any contest will tempt the salesman to clean up during a certain period and then neglect the product for a month thereafter.

(Continued on page 44)

# .. SUGAR ..

## Part 3--Color estimation, turbidity tests and moisture determination

By A. B. KENNEDY

**I**N this article as in the previous ones and those that are to follow, the intention is to keep the subject matter practical. No claim is made to any other purpose. The preservation of diverse matter with seeming disregard for sequence is in part intentional.

The subjects of color estimation, turbidimetry and moisture determination are now up for discussion.

As you all know color is a phenomenon of light. That is, color may be defined as follows: (1) The visual sensation caused by the quality of light. (2) A light composed of a definite wave length or group of wave lengths which is emitted, reflected, refracted or transmitted by an object.

Now in *measuring* or *estimating* the color of a substance the results are dependent upon the accuracy of instrument, method and observer. In most instances an estimation is all that is possible. With a large number of devices employed for determining the color value of an object or solution, inadmissible sources of error are inherent. Much money can be wasted in the purchase of an instrument ill-suited to an intended use.

The sketch of a color comparator shown here is of an instrument both crude and inaccurate in its measurements. Its only virtue is its cheapness and slight advantage over color comparison tubes. An operator can, with practice, check (with reasonable agreement) his *own* readings. Different observers, however, will not check one another with any consistency.

The instrument shown has been in use by a number of sugar refineries for some time. There are a number of modifications. The author has modified the one in use by

him. Not only is the instrument existent in different forms, but different color standards are in use. In a previous article one of these solutions was described.

As has been pointed out and those who have had experience in color measurement know, caramel in dilute solution is the best standard for comparison with faintly colored sugar solutions. Caramel solutions are poor keepers, and that is another reason why they are not satisfactory.

I will not burden you by telling you how to prepare all of the different color standards that have been and can be used with the color instrument shown. None of them are the final answer to the color standard question.

### Precautions Necessary for Correct Color Estimation

When preparing your sugar solutions, or candy (from candy test) solutions for color determination, be sure to use crystal clear colorless distilled water as solvent. This is important if a record of colors is to be kept. Poor water will not only give color readings that are too high, but will make comparison of results obtained, over an extended period of time, of no consequence. Also if the solution contains air bubbles or is at all turbid it will be next to impossible to obtain a color match against the standard. An exact color match is never obtained and it requires not a little practice to obtain check readings. A number of readings (at least five) should be taken for each solution examined. If these readings show fairly close agreement an arithmetical average of these readings is recorded as the color value.

The illumination of the two tubes must be the same. This can be

checked by filling both tubes with color standard solution. An exact match should be observed. Irregularities in the comparison tubes may prevent an exact match of color when the illumination is correct. If the tubes are at fault new tubes must be used. To check these tubes when illumination is correct, fill both tubes with distilled water, the observed field should be white. If one-half is colored then you have a bad tube which must not be used.

The choice of color instrument must rest with the user and be governed by his requirements. The instrument described is neither the best nor the worst of its class. More precise instruments are costly and would be of little use to the practical man.

In using this instrument or any other of its type best results are obtained when the difference in height of the liquids in the two tubes is at a minimum. And for this reason estimation of color in a solution of very pure sugar is difficult. A light colored sugar solution requires only an inch depth or less of color standard to match an 8 inch column. This ratio of 8:1 is conducive to appreciable error in measurement. Ratios greater than 2:1 are to be avoided where possible. This of course cannot be done where the solution being examined is considerably lighter than the color standard, but it can be effected when the solution is darker than an 8 inch column of standard solution. Dilution of highly colored solutions with high grade distilled water introduces some error, of course, but it will aid in obtaining better color readings with elimination of more serious errors.

To obtain color values that are comparable it is necessary to calculate all solutions to the same concen-

tration of dissolved substance. For instance, if in measuring the color of a hard candy plaque obtained in a candy test, 25 grams of candy are dissolved in distilled water and made to a total volume of 100 milliliters in a volumetric flask and the reading on the colorimeter is 55 scale divisions then the color of the particular candy is obtained by the following simple calculation:

$$\frac{\text{Grams solute} \times \text{scale reading}}{100} = \text{color}$$

$$\frac{25 \times 55}{100} = 13.75 \text{ color}$$

Since it is generally accepted that no definite relationship exists between the color of the sugar and the color of the candy plaque made from that sugar it is hardly worth while to keep color values of these two substances on the same basis. In preparing sugars for color readings the solution is prepared by dissolving a weight of the sugar in an equivalent weight of water. For ordinary purposes and at most room temperatures a volume of water in milliliters equivalent to the weight of sugar in grams is sufficiently accurate. The preparation of the candy plaque solution could be effected in a similar manner but such a procedure would not allow of the easy calculation of color to a standard base, unless careful dilutions employing the proper pipette and volumetric flask are carried out.

Should you desire to avoid the more painstaking process of weighing varying amounts of the candy according to its approximate color, and dissolving this in water to a finished volume of 100 ml., the following alternative is offered: Weigh 50—100 grams of candy and add 50—100 mls. of distilled water, stir until dissolved. This solution contains approximately 1.625 grams solute per milliliter. Supposing that 25 mls. of this solution are transferred to a 100 ml. volumetric flask and made to volume with distilled water, and this solution gives a scale reading of 60 on the colorimeter then:

$$\frac{25 \times 1.625 \times 60}{100} = 24.965 \text{ color}$$

Turbidity may be defined as fol-

lows: "The determination of the quantity of matter, in the form of fine suspended particles, in a liquid by measuring the thickness of the liquid that produces a reduction in the visual resolution as compared with a standard solution or a standard pattern." To attempt to discuss the numerous ramifications of turbidimetry is beyond the scope of this article. This branch of applied science is highly developed in some fields. In its application to solutions of highly refined sugars and similar products, much is yet to be accomplished.

### Turbidity Tests

Most turbidimeters, turbidoscopes and similar instruments depend on the obscuration of either the filament of a carbon filament electric bulb, or cross hairs at the bottom of the observation cylinder. The depth of liquid required to effect this is calculated to a turbidity value. The various instruments may be calibrated by means of a standard turbid suspension.

A host of instruments for determining turbidity are available and specialized procedures have been published for their utilization in measuring the turbidity of various products. The fact remains that short of spectrophotometric measurement, this value is difficult to obtain for a solution of refined sugar. Observation of solutions of sugar in large test tubes using oblique illumination of high intensity will show up *relative* turbidity of different solutions. A practiced eye is of inestimable value in the accurate and rapid grading of sugars by this method. More exact grading is possible of attainment, but is of value chiefly in research work and holds no immediate interest for the confectioner or other sugar users.

It is well to bear in mind the possible influence of lack of cleanliness

when preparing solutions for turbidity observations. Lint from towels used in wiping beakers or glasses, dust that may blow into solutions while sugar is being dissolved, etc. Of course our old enemy air bubbles must be absent before any comparisons are attempted. Carefulness must be your watchword or else you have wasted your time.

Frequently refined sugars are encountered that produce solutions so turbid or "hazy" that color estimation is impossible. These two properties of a solution, color and turbidity, both affect the transmission of light through a column of a solution. Two solutions of exactly the same color but of different turbidities will not give the same color reading. The same is true to some extent with respect to constant turbidity and variable color. Filtration to remove turbidity in order to facilitate color determination is not an easy matter. The cause of the turbidity is due to fine suspended matter which readily passes ordinary filter mediums. Furthermore, 50 brix sugar solutions filter very slowly at room temperatures. Filtration under reduced pressure using asbestos fiber as filter medium is recommended by Peters and Phelps. Such procedure is too tedious for routine use. Faintly colored solutions are apt to lose or gain color through absorption of color by the filter medium or solution of color from this source. As can be seen, rapid determination of color or turbidity with precision is difficult and for this reason experience and seasoned judgment must replace costly instruments and highly trained personnel in the case of the small manufacturer.

Remember after you have estimated or measured color and turbidity according to your facilities permit, don't form definite conclusions until your accumulated data, which should include as many different tests as possible as well as observations of the actual behavior of the sugar in your process, places you in a position to judge the effect of each separate factor and their combined effect. The net effect of the slightly differing properties of





different refined sugars is an ever changing quantity.

To avoid lengthy detailed discussion of methods and apparatus and to escape a possible stigma of plagiarism I will include at the end of this series a select bibliography, classified as to subjects covered. Those readers who are sufficiently interested may then study a given subject in broader perspective. The best way to secure intimate knowledge of a subject is to practice and be guided by the work of others. It has been said that "To thresh another's chaff is unprofitable."

### Moisture Absorption

The subject "Moisture Absorptive Power of Different Sugars and Carbohydrates Under Varying Conditions of Atmospheric Humidity" was treated by Dr. C. A. Browne in *Industrial and Engineering Chemistry*, issue of August, 1922, page 712. While this work furnishes tabular data of interest, other work since has shown the existence of some discrepancies. Consider the data for those carbohydrates of greatest interest to the confectioner.

Table 1. Per cent water absorbed from air at 20° Centigrade.

Anhydrous Material	60% Humidity	100% Humidity	
	After 1 Hour Per Cent	9 Days Per Cent	25 Days Per Cent
Starch .....	1.04	12.98	24.37%
Molasses .....	0.46	9.66	68.92*
Honey .....	0.44	10.00	74.10*
Com. Glucose ..	0.29	9.00	47.14*
Com. Invert Sugar .....	0.19	5.05	76.58*
Pure Invert Sugar .....	0.16	3.00	73.96*
Dextrose .....	0.07	0.07	14.50
Sucrose .....	0.04	0.03	18.35*
Levulose .....	0.28	0.63	73.39*

\*Moisture absorption still progressing at end of 25 days.

Inspection of the above table reveals sucrose (pure cane or beet sugar) as the least hygroscopic substance studied. I say this because it is reasonable to account for the high absorption at 100 humidity after 25 days as being influenced by incipient inversion with consequent formation of the more highly hygroscopic sugar levulose. It is also to be noted that the moisture per cent of sucrose after 1 hour and after 9 days is that normally occur-

ring in high grade commercial sugars of best refinement. Sugar as packed at a modern refinery shows a consistent moisture per cent of 0.02 to 0.05. This is inevitable because the moisture absorption of a pure substance is regulated by certain factors such as particle size, air temperature, air circulation, time and humidity. Humidity is perhaps the greatest factor and particle size ranks next in importance.

While it is true that, assuming a uniform absorbed layer of moisture per square unit of surface area, a fine grained sugar will absorb more moisture per unit weight than a coarser grain sugar, it is also true that the finer grain sugar will retain this absorbed moisture with greater tenacity. This fact is of prime importance when the moisture of a sugar is to be determined by oven drying at a temperature slightly above that of boiling water. A greater length of time is required to drive the moisture from fine grain sugars as has been shown by P. E. Minton in a paper entitled "Additional Studies in Sugar," Bulletin CR-19 American Baker's Association. The temperatures prevailing in Minton's experiments were lower than those used in standard moisture determinations. He was not studying this subject (moisture determination).

The moisture absorption of a sugar is considered as a function of the prevailing relative humidity. It is, of course, not so simple as this for other factors are involved as has been shown. The equilibrium for moisture absorption (of refined sugars) is such that for ordinary conditions the per cent moisture of a sugar is constant. Varying climatic conditions and poor warehouse facilities, particularly the latter, are responsible for most variations. Of course some sugars are packed "wet" or "damp," but this practice has practically been discontinued.

High moisture tends to "weaken" a sugar. Badly caked sugar can be suspected of having gained and lost moisture in excess of normal. The determination of moisture furnishes data which can only be properly interpreted in conjunction with other data regarding the sugar under examination.

### Moisture Determination Methods

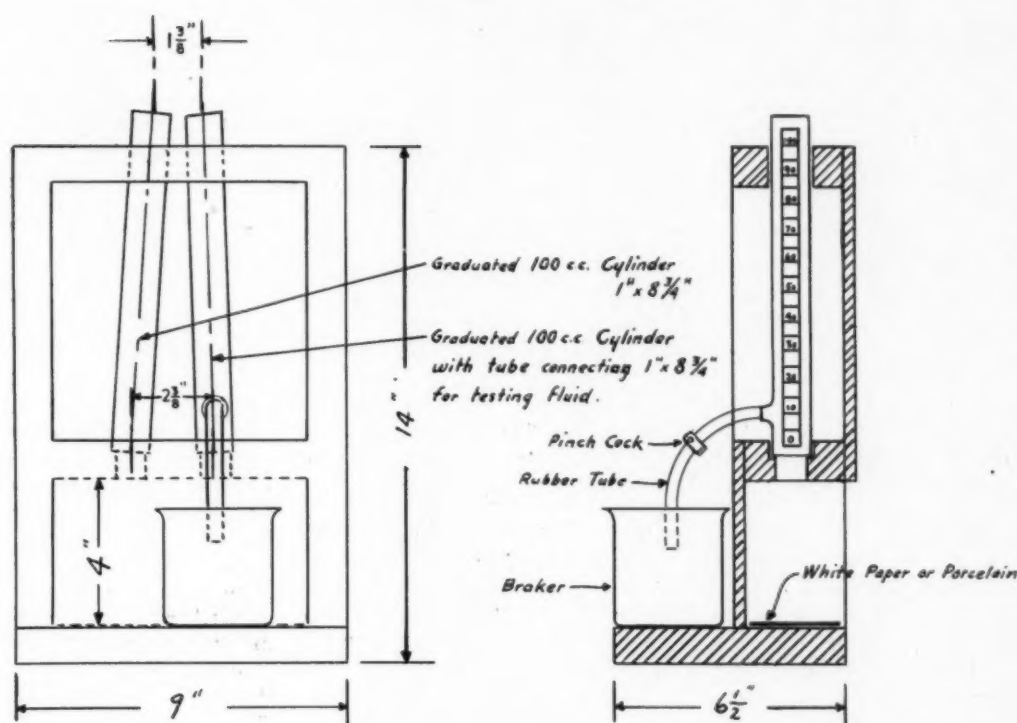
Practically all methods for moisture determination in granular sugars require a definite heating period of 1-3 hours at 100°-105° C., or a shorter time at 105° under reduced pressure. The Spencer Vacuum Moisture Oven is used where heating under reduced pressure is specified. This piece of apparatus allows of a slow passage of heated air through the layer of sugar being dried. Some drying ovens, according to design, have better natural air circulation and are capable of maintaining a more uniform temperature than others. Circulation and temperature control are of importance. After the sugar sample (5 grams) has been dried for the specified time, it is removed to a dessicator and cooled. This requires 10-15 minutes. The moisture dish or capsule containing the sample is then weighed on a sensitive analytical balance, the weight recorded and the sample heated for a further short period, cooled and reweighed. This procedure is to be followed until successive weighings check. Experience has shown that with some very fine grain sugars an excessive time is required to meet this stipulation. Prolonged heating of sugars of high moisture is to be avoided as decomposition is likely to occur at the temperature employed. The vacuum oven is to be preferred for it has been shown that the velocity of decomposition in a vacuum is less than at atmospheric pressure when the temperature is the same.

The method of moisture determination outlined is suitable for most granular products. It is applicable, without great error, to brown sugars (so-called soft sugars) transformed or amorphous sugar and starch. For the determination of moisture in liquid sugars and syrups

(Continued on page 34)







• COLOR COMPARATOR •

### Construction of the Color Comparator

THE housing for the comparison tubes is constructed of some good, well seasoned wood and given several coats of black board paint. The color comparison tubes obtainable from any laboratory supply house on order, must be as specified below.

Color comparison tubes are  $8\frac{3}{4}$  inches high, 1 inch in diameter and  $\frac{3}{64}$  inch wall. The bottoms are flat, polished and free from striations and other optical imperfections. The glass is of high quality and colorless. They should be matched in pairs (a spare pair should be kept on hand) one of each pair (the graduated one) having a tubule as near the bottom as possible. The graduated tube is engraved or etched with 100 equidistant division marks parallel to the base or bottom. Every ten divisions are designated by an engraved or etched number. The divisions are numbered starting from the inside of the bottom of the tube and extending upward for exactly 8 inches. The 8-inch mark is the 100 point.

The tubulated graduated tube is connected, by means of a foot length of clean rubber tubing to a 125 ml. leveling bottle fitted with a slotted cork. This replaces the beaker shown in the sketch. A pinchcock is placed on the rubber tube between the color tube and the leveling bottle.

Sufficient color standard is placed in the leveling bottle to fill the graduated tube when the leveling bottle is elevated

to a point above the top of this tube. The pinchcock regulates the flow.

To make a color comparison fill the ungraduated tube to the 8-inch mark with solution being tested. Raise and lower the leveling bottle (pinchcock open) until color match is obtained. Read level of color standard in graduated tube and calculate color.

A lamp housing with white enameled interior and fitted with a 75 watt "Day-lite" bulb is a handy accessory. This can be constructed of sheet metal at small expense. For natural illumination, "North Sky Light" is best. But for consistent results a fixed light source of constant intensity should be employed.

The comparator may be modified, with increase in ease of color estimation, by fitting a comparison eyepiece thereto. The optical system embodying a pair of parallelopipeds suitable for the purpose may be obtained from the Spencer Lens Co. When the comparison eyepiece is used, one-half of each colored field (half of the cross sectional area of each color comparison tube) is shown in juxtaposition. This greatly facilitates "matching."

A further modification of the apparatus is necessary when the comparison eyepiece is to be used. This consists of eliminating the angle of inclination of the tubes as shown in the sketch. They are installed parallel  $\frac{1}{4}$ -inch apart.

The tubes should be cleaned frequently with a warm solution of tri-sodium-phosphate (T. S. P.); a ten per cent solution is satisfactory. The tubes must be thoroughly rinsed with distilled water and dried before use.

Fresh color standard should be made up for each series of color estimations.

Color standard is prepared as follows:

#### Stock Solution No. 1

(a) Dissolve 20 grams cobaltous nitrate C. P. in distilled water and dilute to a volume of 500 ml.

(b) Dissolve 1 gram potassium bichromate C. P. in distilled water and dilute to 250 ml.

#### Mixed Stock Solution

87.5 ml. of solution 1-a are mixed with 35 ml. of solution 1-b and this diluted to 250 ml. If turbid this solution should be filtered through a well washed asbestos mat in a Gooch crucible. Slight suction can be used. This solution is a match for No. 50 Lovibond glass, amber series No. 500.

#### Color Standard

Dilute 22.5 ml. of mixed stock solution No. 2 to a volume of 1,000 ml. with clear, colorless, distilled water. This solution is of pale yellow color. When exposed to strong sunlight it will fade. When kept too long it darkens slightly.

All measurements must be carefully performed and accurate volumetric ware employed, such as volumetric flasks graduated to contain the specified volume at 20°C., burettes graduated to deliver at 20°C. Weighings should be accurate and be carried out on an analytical balance. Cobaltous nitrate is a difficult salt to weigh accurately. Dilutions are best made at temperatures not far removed from 20°C. or else satisfactory adjustments must be made.

## Sugar

(Continued from page 32)

a different technique is employed. Water content of solutions of sugars can be estimated by means of a refractometer. This method is valuable for rapid testing and requires but a few drops of sample. A refractometer is costly but is a valuable instrument, when properly used. A less expeditious and cheaper method of moisture determination in sugar solutions is the method of distillation with a volatile solvent that is immiscible with water and that boils at a temperature somewhat above that of water or the sugar solution under test. Two such solvents commonly used are Toluene (B. P. 111° C.) and Tetrachlorethane (B. P. 147° C.).

In determining moisture by distillation a special graduated trap is interposed between the distillation flask and the condenser. The water and solvent distill and are condensed, the condensate falls into the trap where by virtue of its greater specific gravity the water settles to the bottom and the solvent returns to the still by overflow. The method and apparatus in use for syrups and other sugar products is an adaptation of Dean and Starks' procedure for bituminous products. Bidwell and Sterling and E. W. Rice have been active in the development of the method for sugar products. Another method of moisture determination suitable for use with liquid sugar products of high viscosity such as molasses, has been developed by E. W. Rice. This consists of preparing, between thin metal plates, a thin film of the substance to be dried. Full details of this method, its accuracy, possible error, etc., have not been published yet.

**Powdered Sugars**

While on the subject of moisture it might be well to say a few words concerning powdered sugar. As is well known powdered sugar is prone to absorb moisture and cake. To avoid this a substance, generally corn starch to the extent of 3 per cent, is added and this addition declared on the label of the sugar container. All powdered sugars do not

contain this starch. There exists some confusion as to what is meant by "powdered" and "confectioners'" sugar. This confusion extends to the significance of XXXX and XXXXXX. The moisture absorption, creaming volume and other properties of powdered sugar are governed by the same physical laws that pertain to the coarser granulations. An exception to this last statement can be made where the degree of comminution is extreme—in which case the tendency to form aggregates is enhanced independent of the moisture content.

Recently there has appeared on the market a substance referred to as the "Swan Conditioner." This product, the result of research work conducted by a large and well known research organization, is offered as an aid to prevent caking in fine granulations of sugar. The exact chemical nature of this compound, a sample of which the author has seen but has not had an opportunity to analyze or test for effectiveness, is not known to him. However, it is believed to be inorganic in nature and quite probably a phosphate salt. Proper investigation may reveal this substance to be a very beneficial aid to sugar refiners and others.

In closing let me remind you of the importance and value of knowing the water content of *all* of your raw materials. Each raw material of course presents its own problem and calls for suitable method of determination.

The table showing hygroscopicity of certain carbohydrates should be committed to memory and cognizance taken of the fact that exposure and poor storage facilities will alter the normal moisture content of a substance. In a great number of instances excessive moisture absorption means that conditions propitious to the development of micro-organic life are brought about. Micro-organisms (bacteria, yeasts and molds) are spoilers.

Wherever sugar is to be used in a product the processing of which

does not entail sterilizing temperatures (boiling point of water or over) trouble from contaminated sugars may occur. Some micro-organisms are susceptible to moderate temperatures (80°-100° C.) main- others are very resistant to elevated temperatures (over 100° C.) maintained for a prolonged period of time. Sugar borne thermophilic bacteria have been responsible for spoilage in certain non-acid canned goods. This condition is being alleviated by some refiners.

Studies on the cause of carbonated beverage spoilage have shown that in about 80 per cent of the cases yeast organisms are responsible. Bacteriological examination of refined sugars reveals some sugars as yeast carriers.

The nature of spoilage that may occur in stored sugars (refined and semi-refined) is dependent upon moisture content as has been shown in several instances. If the spoilage should be due to micro-organisms (rare in the case of refined) then this may reflect itself as abnormal inversion, development of off taste, odor and low ph.

Do not be alarmed or misled by any of the facts presented; they are essentially correct in their presentation. The point is that their relationship to your specific case may be such that they become insignificant. Of this you must be the judge.

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**National Licorice Director  
Passes**

**H**ENRY W. PETHERIDGE, a director and former vice-president of the National Licorice Company of Brooklyn, N. Y., died recently of his home in St. Petersburg, Florida following a brief illness. Mr. Petherbridge who was 66 years of age at the time of his death, was a veteran of many years in the licorice field. Born in England, he came to this country and organized the H. W. Petherbridge Co., a licorice company, which later merged with four other concerns to form the National Licorice Company. He became Managing Director, serving later as Treasurer and Secretary of the company. He was made vice-president of the company in 1928 but later resigned from that position. He remained an active member of the Board of Directors until the time of his death. Two daughters and a son survive him.

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●AS SPOKESMAN for his group in candy distribution, Joe Jobber presents in this column substance of interviews with leading jobbers on points of interest to manufacturers.

#### Both Sides of the Question of Establishing Jobber Qualifications

WE continue our discussion of last month upon the urgent need for the manufacturers to establish a standard of jobber qualifications which will serve as a basis for determining the merits a distributor should have to be entitled to wholesale prices.

The recognition and support of qualified concerns is one of the outstanding needs of both branches of the industry today. Not all of the industry's problems are external ones—accountable to the general depression of business. Many of its biggest problems are due to bad trade practices—internal conditions. The manufacturers have theirs and so do the jobbers. The constructive firms in both groups should work together to eliminate them.

#### "Too Many 'Cats and Dogs' in the Industry," Say the Jobbers and Manufacturers

The cry today among the jobbers and manufacturers is, "There are too many 'cats and dogs' in the industry." The fact is that the constructive and destructive elements in the production and distribution branches of the industry are waging a grim battle that is taking heavy toll among the ranks of the desirable jobbers and manufacturers.

Each group has its price-and-quality-cutting adversaries. The constructive, quality manufacturer has his "kettle-and-slab" competitor. The reliable service jobber has his "fly-by-night" peddler to contend with. The miscreants in both branches lower the price level and demoralize the market with their profitless selling—usually of sub-standard quality. As a jobber recently said, "They are in the industry only to hurt—and not to build."

Paradoxical as it is, the industry at large frowns upon its so-called "cats and dogs," yet supports them individually. The reputable manufacturer supplies anybody who calls himself a jobber. And the reputable jobber makes no bones about patronizing the destructive type of manufacturer. Thus the unqualified survive and keep the industry in a turmoil.

But a demand for qualification standards of some kind is growing in the industry. A survey of the trend is being made by the CONFECTIONERY BUYER and a group of industry leaders.

#### Both Sides of the Question

The substantial candy jobbers want the manufacturers to adopt some kind of a standard of jobber qualifications—and apply them in selling their goods at wholesale.

The jobbers want the manufacturers to be *selective* as to whom they sell. They want to clean up the trade, eliminating the destructive type of distributor who is here today and gone tomorrow—upsetting the market with his price cutting.

They want a measure of *protec-*

tion in their own territory, insofar as possible and legitimate.

The jobber wants the manufacturer's support—a square deal—a living wage.

These requests are sound and fair—and worth working for.

We acknowledge, however, that they entail definite responsibilities on the part of the constructive jobber. He must not forget that "turn about is fair play." The creditable manufacturers have a right to expect the support of the creditable jobbers.

The manufacturers want exactly the same things as the jobbers; *selectivity* in discriminating against the price-cutting, destructive concern—support in cleaning up their side of the industry—*cooperation* in the territory—a square deal—a fair profit.

The manufacturer who is "right" with the trade should have the business of the wholesaler who is "right" in his policies, other things being equal. The adoption of a standard of qualifications for each branch of the industry would make it easier to identify those who are "right."

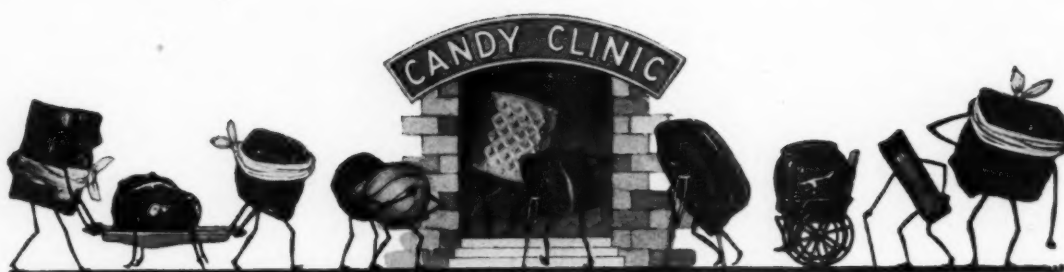
The only way to eliminate the bad practices in this industry is by the cooperation of its constructive-minded manufacturers and jobbers. *They must support each other!*

#### Candy Sales Tax

CANDY manufacturers who sell to jobbers and retail stores must pay the candy tax on the full sales price, and will not have the privilege of establishing wholesale prices as the basis for the tax, under an important ruling just announced by the Tax Department, according to J. S. Seidman, tax expert of Seidman & Seidman, certified public accountants. Such sales, Mr. Seidman explained, are considered by the Department as having been made at wholesale, and therefore the price involved is the measure of the tax.

"The ruling also covers the treatment of 'premiums' which are included with the candy sold, and also included in the sales price," Mr. Seidman added. "It is held that if in billing the sale the price for the premium article is itemized separately from the candy, the tax will attach only to the price of the candy. If, however, they are both billed as one amount, the tax will apply to the entire sales price."





*The Candy Clinic is conducted by one of the most experienced superintendents in the candy industry. Each month a number of samples of representative candies are picked up at random. Each sample represents a bona-fide purchase in the retail market so that any one of these samples may be yours.*

*This series of frank criticisms on well-known, branded candies, together with the practical "prescriptions" of our clinical expert, are exclusive features of the M. C.*

*Next month we will review 1932 Clinic Selections.*

## Cordial Cherries and Panned Goods

### Code 11A 32

#### **Panned Chocolate Nuts—39c lb.**

(Purchased in a drug store, Chicago, Ill.)

These nuts are sold in bulk.

**Panning:** Good.

**Gloss:** Good.

**Chocolate Coating—**

**Milk:** Good.

**Centers—**

**Brazils:** Good.

**Remarks:** These are very good panned Brazils.

### Code 11B 32

#### **Panned Small Cordials—No weight—1c**

(Purchased in a cafeteria, Chicago, Ill.)

Transparent cellulose bag used.

**Colors:** Good.

**Panning:** Good.

**Center:** Solid.

**Flavors:** Good.

**Remarks:** This ought to be a good 1c seller.

### Code 11C 32

#### **Panned Raisins—1 oz.—10c**

(Purchased in a department store, Chicago, Ill.)

Packaged in transparent cellulose printed in green.

**Chocolate Coating—**

**Milk:** Good.

**Panning:** Good.

**Taste:** Good.

**Center—**

**Raisins:** Good.

**Remarks:** These are good panned raisins but are high priced at 10c an ounce.

### Code 11D 32

#### **Cordial Cherries—1 lb.—25c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good. Extension top and bottom, colored in lavender, black and gold, wrapped in transparent cellulose.

**Appearance of Box on Opening:** Bad. **Chocolate Coating:** Completely turned and bloomed.

**Gloss:** None.

**Strings:** Good.

**Taste:** Fair.

**Cordial:** None; there was fondant.

**Cherry:** Hard and tasteless.

**Remarks:** The printing on the box was "cordial," but these were cherries in cream. Without a doubt these are the cheapest kind of cherries in cream the Clinic has examined for some time. It would be far better if this was off the candy market.

### Code 11E 32

#### **Cherries in Cream—24 pieces—25c**

(Purchased in a chain store, San Francisco, Calif.)

**Appearance of Package:** Good. One-layer box printed in red and green, wrapped in transparent cellulose.

**Appearance of Package on Opening:** Good for this priced goods.

**Chocolate Coating:** Fair.

**Cream—**

**Texture:** Fair.

**Cherries:** Hard and tasteless.

**Remarks:** While these cherries were a trifle better than other 25c cherries they are cheap and tasteless candy. This type of candy will do more harm to the candy business than good.

### Code 11F 32

#### **Baked Beans Panned—8 ozs.—10c**

(Purchased in a drug store, San Francisco, Calif.)

**Appearance of Package:** Good. A printed glassine bag used.

**Panning:** Good.

**Color:** Good.

**Taste:** Good.

**Peanuts:** Good.

**Remarks:** These are good panned peanuts.

### Code 11 G 32

#### **Panned Coconut Squares—No weight—5c**

(Purchased in a chain store, San Francisco, Calif.)

**Appearance of Package:** Good. A printed glassine bag used.

**Colors:** Too bright.

**Panning:** Good.

**Taste:** Good.

**Coconut:** Good.

**Remarks:** These are exceptionally fine panned coconut squares.

### Code 11 H 32

#### **Assorted Crystal Cordials—\$1 lb.**

(Purchased in a department store, Chicago, Ill.)

These cordials are sold in bulk.

**Colors:** Good.

**Flavors:** Good.

**Cordial:** Good.

**Crystal:** Good.

**Remarks:** These cordials are of exceptional quality. Flavors were very good.



Code 11 I 32

**Cordial Fruits—75c lb.**

(Purchased at a candy store, Chicago, Ill.)

These fruits are sold in bulk.

**Chocolate Coating:** Dark.

**Gloss:** Good.

**Strings:** Good.

**Taste:** Good.

**Cordial:** Good; strawberries, pineapple and cherries.

**Remarks:** These are very fine cordial fruits.

Code 11J 32

**Cordial Cherries—2 ozs.—10c**

(Purchased in a department store, Chicago, Ill.)

**Appearance of Package:** Good. Six milk chocolate covered cherries in cups packaged in a brown colored tray wrapped in transparent cellulose.

**Chocolate Coating—**

**Milk:** Good.

**Cherry:** Good.

**Cordial:** Good.

**Taste:** Fair.

**Remarks:** These cherries are of good quality but are high priced at 10c.

Code 11K 32

**Panned Licorice—6 ozs.—10c**

(Purchased in a drug store, Chicago, Ill.)

A printed transparent cellulose bag used.

**Colors:** Good, except green which was too bright.

**Flavor:** Good.

**Panning:** Good.

**Remarks:** This is a good panned licorice piece.

Code 11L 32

**Cream Cherries—1 lb.—25c**

(Purchased in a drug store, Boston, Mass.)

**Appearance of Package:** Good for this priced goods.

*DUE to limited space, it is possible to include only a cross section of the goods available under the different types and classifications of candies brought to the Candy Clinic each month for examination. Partiality and discrimination play absolutely no part in our selections. Lesser known merchandise is sometimes given preference over merchandise that has already established itself favorably in the eyes of the consumer, and to that extent only can we be considered discriminatory.*

*Bearing this fact in mind it is evident that the market holds many excellent confections which never reach the Candy Clinic for examination. Such being the case, any opinion we might express in these columns as to the superiority or inferiority of any item analyzed, is in no sense a fair basis for comparison with any of the many other confections of the same type which do not happen to be among the items examined at that particular time.*  
—Editor.

**Box:** Two-layer, full telescope, white, printed in red sprays of cherries, tied with red ribbonzine.

**Appearance of Box on Opening:** Good.

**Chocolate Coating:** Dark.

**Gloss:** Good.

**Color:** Good.

**Strings:** Machine; good.

**Taste:** Good for this priced goods.

**Center:** Cream and cherries.

**Cream:** Good.

**Cherry:** Good.

**Flavor:** Only in cherry, none in cream.

**Remarks:** This is the best box of cherries examined by the Clinic this year at the price of 25c. A good cherry flavor used in the cream would greatly improve this cream cherry. A drop of acid or invert would help to give a trifle more cordial; while cream was soft it had hardly any cordial.

Code 11M 32

**Chocolate Covered Cherries—**

**1 lb.—59c**

(Purchased in a confectionery store, New York City)

**Appearance of Package:** Good.

**Box:** Extension top and bottom. Cream color sprays of cherries, transparent cellulose wrapped.

**Appearance of Box on Opening:** Bad.

**Chocolate Coating:** Milk.

**Color:** Too light.

**Gloss:** None; completely bloomed.

**Strings:** Good.

**Taste:** Very cheap.

**Cordial:** None, cream tough and dry.

**Cherry:** Good.

**Remarks:** This box of cherries is of the cheapest kind. Better cherries are on the market at 25c the lb. The price of 59c is away out of line.

Code 11N 32

**Cordial Cherries—2c each**

(Purchased at a retail candy store, New York City)

**Appearance of Piece:** Good.

**Chocolate coated cherry with a wrapper of printed foil.**



**Chocolate Coating:** Milk; good.  
**Cordial:** Good.  
**Taste:** Good.  
**Cherry:** Good.  
**Remarks:** This is a good cordial cherry but high priced at 2c each.

**Code 110 32**

**Chocolate Panned Nuts—1 lb.—39c**

(Purchased in a chain drug store, New York City)  
**Appearance of Package:** Good.  
**Box:** Folding, printed in orange, purple and white, transparent window.  
**Gloss:** Good.  
**Chocolate:** Milk; good.  
**Panning:** Good.  
**Taste:** Good.  
**Peanuts:** Had a coating of thin hard candy; peanuts well roasted.  
**Remarks:** These are good eating panned peanuts. They are a trifle high priced.

**Code 11P 32**

**Chocolate Panned Raisins— $\frac{1}{2}$  lb.—10c**

(Purchased in a 5c and 10c store, New York City)  
 These goods are sold in bulk.  
**Panning:** Good.  
**Chocolate:** Fair.  
**Raisins:** Good.  
**Gloss:** Good.  
**Remarks:** Chocolate had a very cheap taste, did not taste like chocolate. At the price a good panned raisin can be made.

**Code 11Q 32**

**Toasted Nuts—5 ozs.—10c**

(Purchased in a chain drug store, New York City)  
**Appearance of Package:** Good.  
**Box:** Folding, colored in blue, white and orange, transparent window.  
**Panning:** Good.  
**Gloss:** Good.  
**Chocolate:** Good.  
**Nuts:** Peanuts; had a thin jacket of hard candy; good.  
**Remarks:** This is a good eating chocolate panned peanut and is cheaply priced, neatly put up.

**Code 11R 32**

**Chocolate Panned Cordials—1 lb.—39c**

(Purchased in a retail confectionery store, New York City)  
 Goods sold in bulk.  
**Chocolate:** Good.  
**Panning:** Good.  
**Gloss:** Good.  
**Centers:** Cordial; had a wine taste.  
**Remarks:** These panned cordials are well made and of good taste, but high priced.

**Code 11S 32**

**Panned Small Sugar Pieces—1c**

(Purchased in a 5c and 10c store, New York City)  
**Appearance of Package:** Good. Transparent cellulose wrapper tube.  
**Gloss:** Good.  
**Panning:** Good.  
**Flavors:** Good.  
**Centers:** Sugar; good.  
**Remarks:** This is a good looking 1c seller.

## Eric Lehman Chats About

### Cordial Cherries and Panned Goods

HERE has been a lessening in demand for panned goods and cordial candies for some time past, and these types in bulk are comparatively scarce in retail stores and candy outlets. This is particularly true of the high-priced goods. They are confined principally to the high-grade confectionery stores and candy departments of the better department stores and food markets. Here may be found a few Jordon Almonds and other panned items in bulk displayed in glass jars; also a few cordials. The general statement is that there are few calls for pan or cordial candies in bulk.

These higher priced items are found mostly in boxes of assorted fancy candies, although some fancy packages of panned candies have been introduced.

The greatest volume of panned goods today is found in the popular priced lines (which is true of all other classes). These include such items as Chocolate Panned Raisins, Panned Chocolate Coated Peanuts, Choc. Brazils, Choc. Mixed Nuts, Choc. Mints, Choc. Malted Milk Balls, Sugared Peanuts, Sugar Coated Lozenges, and Jelly Beans; Panned Coconut Cubes, Cherry Jells, Baked Beans, Licorice Pellets, Cinnamon Imperials, and others.

They are offered both in bulk and packages in most of the popular-priced stores, ranging from the 5 and 10 cent stores on to the drug and department stores. The time was when panned candies dropped almost entirely out of the picture in these stores, excepting for a few Jordan Almonds.

It is possible that what many have called the trend toward the return of staple lines may be starting to show itself in the popular-priced panned goods.

If this is true it undoubtedly may be attributed to the fact that the manufacturer has begun to assist the retailer in merchandising his

panned items. These candies are joining the procession of Cellophane packages in the popular priced lines.

Within the past year many of the general line manufacturers have introduced their bulk candies in a line of Cellophane packages to be marketed in the bar goods class. Among them were the above mentioned and other panned items. The majority are priced at 5 or 10 cents and up. The packages range in weight from  $1\frac{1}{2}$  ounces,  $1\frac{3}{4}$  ounces, and up to a quarter-pound, half-pound, and pound, according to the item and its price.

Since the penny goods craze has come into vogue, within the past few months, some panned candies have been offered in penny Cellophane tubes.

Panned imperials of different kinds for cake decorations are also being offered in attractive Cellophane packages of different sizes through the grocery and delicatessen outlets.

Of course the Easter season moves the heaviest volume of panned candies, but with the advent of the popular-priced package a decided increase over recent years may be likely in the future.

Cordial fruits absent most everywhere excepting in some of the high-grade confectionery stores and department stores. Many do not carry any.

Some of the better class of cordial cherries are being packed in a 10 cent pocket package to go along with the other popular priced items, but there are not many of these.

Of the cream cordial cherries being offered, the cheaper grades in pound packages predominate. These range in quality and price, and unfortunately, some are scarcely fit for consumption.

It might be suggested that in too many cases perhaps more attention has been given to producing an attractive box for cordial cherries than to the quality of the candy.

## TRADE MARKS for Registration

*THE following list of trade-marks published in the Patent Office Gazette for the past month, prior to registration, is reported to The Manufacturing Confectioner Publishing Co., by Mason, Fenwick & Lawrence, Patent and Trade-Mark Lawyers, Woodward Building, Washington, D. C.*

*Manufacturers and dealers in candies, confectionery and baking products who feel that they would be damaged by the registration of any of these marks are permitted by law to file within thirty days after publication of the marks a formal notice of opposition.*

**THE 3 MUSKETEERS**, candy. Use claimed since May 1, 1932, by Mars, Inc., Chicago, Ill.

**WELDICE**, vegetable pure food ice and sherbet stabilizer standardized. Use claimed since May 6, 1932 by Joe Lowe Corporation, Brooklyn, N. Y.

**FRENCH CREAM FLAKES**, ice cream. Use claimed since 1908 by Harry Francisco, doing business as Francisco Company, Atlanta, Ga.

**HOUSEWIFE'S FAVORITE**, granulated sugar. Use claimed since April 2, 1932 by Isabella Sugar Company, Mount Pleasant, Mich.

**TROPICAL FREEZE**, frozen confections. Use claimed since June 1, 1932 by Ernest D. Fear, Kansas City, Mo.

**NIB-LIC**, frozen confections. Use claimed since Sept. 1, 1931 by Frozen Confections, Inc., New York, N. Y.

**GRAND-POPS**, candy. Use claimed since June, 1931 by The Bradley-Smith Company, New Haven, Conn.

**SWIFT'S**, ice cream. Use claimed since July 6, 1931 by Swift & Company, Chicago, Ill.

**WEE-TANS**, whole wheat wafers. Use claimed since May 15, 1932 by Thos. C. Cosgrove, doing business as The Cosgrove Bakers, Vineyard Haven, Mass.

**JONUTS**, doughnuts and doughnut flour. Use claimed since Jan. 22, 1932 by Joe Lowe Corporation, Brooklyn, New York.

**ALASKAN SNOWBALL**, ice cream confections. Use claimed since April 27, 1932 by Milch & Harrison, Minneapolis, Minn.

**DEMOCRAT**, ice cream, candy, cookies, frozen confections and frozen malted milk. Use claimed since May 31, 1932 by Bennett & Layton, Inc., Susanville, Cal.

**FRIGID-ICIES**, cake wafers. Use claimed since Mar. 1, 1932 by Weston Biscuit Co., Ltd., Passaic, N. J.

**BONDAY**, candy. Use claimed since July 15, 1930 by The Great Atlantic & Pacific Tea Company, New York, N. Y.

**HEALTH-O**, cake icings, chewing gum, chocolate, cocoa, shredded cocoanut, cocoa pudding, marshmallow creme, tapioca pudding and pie fillings. Use claimed

since 1921 by The Milson Company, Cincinnati, Ohio.

**M. WASHINGTON** and **G. WASHINGTON** and pictures, chocolate. Use claimed since May 26, 1931 by Martha Washington Candies Company, Chicago, Ill.

**KOLTAMALE**, ice cream confections. Use claimed since May 23, 1932 by National Pectine Products Company, Chicago, Ill.

**OUR MOTHER'S**, cocoa malted milk. Use claimed since May 26, 1932 by E. & A. Opler, Inc., Chicago, Ill.

**SWANK**, dessert powder. Use claimed since July 23, 1932 by The Hubinger Company, Keokuk, Iowa.

**RONA**, cocoa, chocolate and cocoa-butter for food purposes. Use claimed since January, 1911 by C. J. Van Houten & Zoon, Weesp, Netherlands.

**FAIRHILL**, candy. Use claimed since July 13, 1932 by Stephen F. Whitman & Son, Inc., Philadelphia, Penn.

**NORTH POLE WAFFLE**, wafers for use in making ice cream sandwiches. Use claimed since March 27, 1929 by Chicago Biscuit & Cone Co., Chicago, Ill.

**GOLDENCRISP**, peanut candies, cocoanut candy, candies containing both peanuts and cocoanut and peanut butter sandwiches. Use claimed since January 1, 1930 by H. C. Futch, Montgomery, Ala.

**SKWEEZIT**, frozen confections. Use claimed since Feb. 2, 1932 by Baker Ice Machine Co., Inc., Omaha, Nebr.

**ESKIMO**, frozen confections. Use claimed since May 1, 1932 by Eskimo Pie Corporation, New York, N. Y.

**DARIMALT**, powdered preparation used in making malted milk beverages. Use claimed since Sept. 1, 1931 by Skagit County Dairymen's Association, doing business as Consolidated Dairy Products Co., Burlington and Seattle, Wash.

**KING OF CLUB**, crackers. Use claimed since June 15, 1932 by J. S. Ivins' Son, Inc., Philadelphia, Pa.

**BILLY BOY**, edible nuts, such as peanuts, almonds, pecans, cashews, pistachios, filberts, pignolias, Brazilian nuts, American and English walnuts, etc., in raw, salted, coated and cooked form. Use claimed since May, 1914 by Billy Boy Nut Kitchens, Oak Park, Ill.

**JAY BEE**, the letter J and picture of a bee, candies, candied orange and citron peel, glace fruits, chocolate and cocoa for beverages, chocolate and cocoa for making candy and bakery products, marshmallow whip, malted milk, nuts and nut pastes, pie fillings, dry, buttered, and sweetened popcorn, potato chips, etc. Use claimed since April 8, 1915 by Jaburg Brothers, Inc., New York, N. Y.

**NU-RAY** and picture of sun, candy. Use claimed since June 1, 1932 by Louis Posenheim, doing business as Nu-Ray Health Products Co., New York, N. Y.

**ZILCH'S SALTED NERTZ**, "Fresher Than You Are Mister Winchell," edible salted nuts. Use claimed since Feb. 8, 1932 by Robert A. Kerr and James F. Hopkins, Detroit, Mich.

**WAGSTAFFE'S** and design, candied citrus fruit peels, plum puddings, etc. Use claimed since 1905 by Wagstaffe's Limited, Hamilton, Ontario, Canada.

**NIP-SIP**, and design, pie, cake, candy, etc. Use claimed since June 15, 1932 by Alex W. Porter, Atlantic City, N. J.

## Soybeans Become New United States Export

**SOYBEANS** have become a new export of the United States.

Although the bean was introduced here from the Orient, its popularity has increased so rapidly that last year more than 2,100,000 bushels were exported, much of it to Germany, the United States Department of Agriculture says. This is the first time the soybean has been exported from this country on a large commercial scale.

Problems encountered in shipping the beans gave growers and exporters helpful knowledge for future shipments, the department says. They found that the standard United States grades were acceptable to foreign buyers without question. They tried shipping beans in bags, but found the waste was greater than when shipped in bulk. Beans containing more than 14 per cent moisture can not be shipped safely. Beans dried in kilns were low in moisture content, but they split badly in handling, lowering the grade. The department believes kiln drying is feasible if carefully done.

Dept. of Commerce Report.

## Pecan Production

**TEXAS** produces from a fourth to a half of our total pecan crop, says the United States Department of Agriculture. Pecan trees are native to the South Central states, but plantings of improved varieties have been made on a large scale throughout the east Gulf and South Atlantic coastal plains. Nuts from improved varieties come mostly from the Southeastern states and nuts from seedling and wild trees come chiefly from states west of the Mississippi. Georgia frequently produces about two-fifths of the improved varieties and Texas and Oklahoma together usually produce from two-thirds to four-fifths of the seedling nuts. Total pecan production in the United States from 1927 to 1931 ranged from 35,000,000 to 77,000,000 pounds.

Dept. of Commerce Report.

## Candy Institute Receives Vote of Confidence

**AT SUCCESSIVE** meetings in New York and Chicago, the Candy Institute of America was extended votes of confidence by the groups of manufacturers who attended these two sectional gatherings. It has been pretty generally agreed that a year is too short a time in which to bring about any great improvements in the industry when its chaotic condition and the general unfavorable business situation are taken into consideration. It is felt, however, that the Institute's policies are fundamentally correct and the ground work has been laid for greater progress during 1933.

Sectional meetings in Boston, Philadelphia, Baltimore and other parts of the country will be held during the next four or five weeks.



# Whiffs from Old Candy Kitchens



The plant of Stephen F. Whitman & Son in Philadelphia as it looks today.

## *Recollections of early days by some who built deep and solid foundations for a great industry*

As told to  
ORVILLE H. KNEEN

**S**TEPHEN F. WHITMAN, I learned, after following my nose for a couple of blocks in old Philadelphia, began business in 1842. That's ninety years this year! His little kitchen was then at Second and High, (now Market Street), on the southwest corner. From the very start his aim was the highest-grade candy possible—three generations of "good goodies."

His business grew, and he needed more room. He moved to 12th and Market. Here he devised a neat little scheme that could be used today. Around a large central table he put a variety of chocolates and other high-class candies. He gave each customer, old and young, a box of the desired size, then turned him (or her) loose at the central table.

### **Stephen F. Whitman & Sons, Inc. Philadelphia, Pa.**



It was a pleasing pastime to select and fill the box without aid from the candyman, and the number of boxes of assorted candies thus sold was amazing. Many a young swain of the early 70's—this self-service packing was carried on for years—made himself "solid" with hand-picked and hand-packed boxes of sweets that he knew from experience would fill a certain sweetheart's taste, and, after successive applications, lead to palpitation of the heart with its pleasing after-effects.

The growing sales were pleasing enough to the keen young candy-maker. But even more valuable was

the opportunity to study what the candy eater of the day preferred. As a result of this experience Whitman put up a box of assortments, called "Super-Extra Chocolates," and similar boxes of other delicacies. He knew the tastes of his consumers. He became one of the big business men of his day.

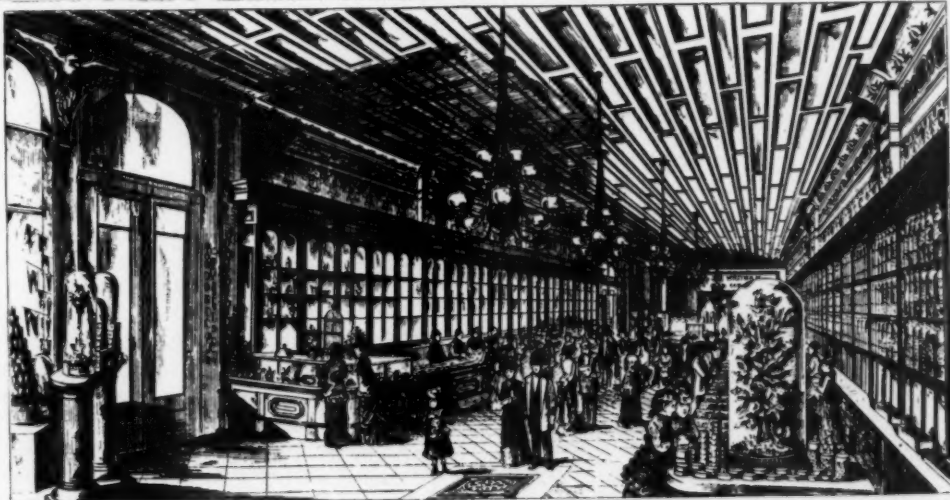
Later generations developed new ideas. Walter P. Sharp, for years the president and guiding genius, was the first to develop a box of chocolates with hard-centers only. He had found that some folk did not like the soft cream candies at all. This box was always green-colored, and was named "A Fussy Package for Fastidious Folks." It proved popular for many years. At a time when the regular retail price was eighty cents a pound, Whit-

*(Continued on page 45.)*



THE DAILY GRAPHIC: NEW YORK, THURSDAY, DECEMBER 29, 1876.

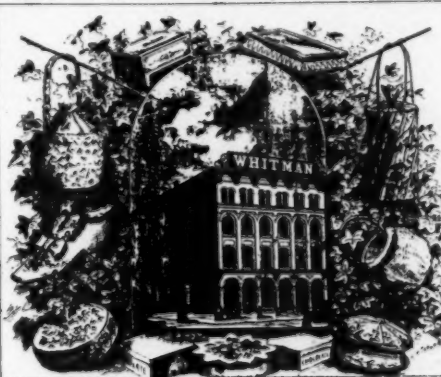
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INTERIOR VIEW OF STEPHEN F. WHITMAN & SON'S RETAIL CONFECTIONERY DEPARTMENT.



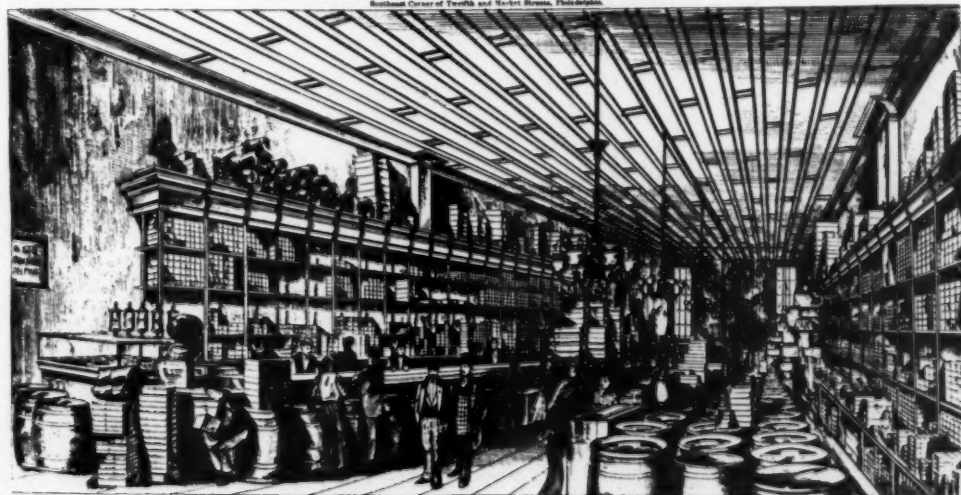
ROBERT F. WHITMAN,  
OF THE FIRM OF  
STEPHEN F. WHITMAN & SON.



VIEW OF WHITMAN & SON'S MANUFACTURING AND WHOLESALE AND RETAIL DEPARTMENT,  
Southwest Corner of Tenth and Market Streets, Philadelphia.



STEPHEN F. WHITMAN,  
OF THE FIRM OF  
STEPHEN F. WHITMAN & SON.



INTERIOR VIEW OF STEPHEN F. WHITMAN & SON'S WHOLESALE CONFECTIONERY DEPARTMENT.  
VIEWS IN THE ESTABLISHMENT OF STEPHEN F. WHITMAN & SON, PHILADELPHIA.  
MANUFACTURERS OF FINE CONFECTIONS, CHOCOLATE, COCOA AND BUTTER.

A page from the New York Graphic of over fifty years ago showing glimpses of the Whitman plant and retail stores as they appeared in the good old days.

# Pack-Adages

*Novelty containers . . . Perfumed candies . . . Improved bar wraps . . . Medical drops . . . Balsa's possibilities*

## **Candy Books**

It is no new thing to package Christmas chocolates in packages intended to resemble books. The purpose of such packages is to appeal to two fundamental traits: love of sweets and love of books. But why not include a book in the candy package? Why not design a candy box with a separate compartment for a good book? This compartment would have to be constructed in such a manner as to prevent the soiling of the book, but this is a simple task. Standard works, popular re-prints; reference books, like dictionaries, atlases and even cook books, would give novelty, distinction and value to the usual Christmas present of candy, which, ordinarily differs but little from year to year, excepting that the gaudiness of the boxes varies.

Such a combination package should prove a seller and it would be economical to make up, for books can be bought in quantities from their publishers at discounts ranging from thirty to forty per cent of list price. Using a well bound reprint as a basis, it would be possible to make up a box containing a book and a pound of first rate chocolates to sell for \$1.50 or \$2.00.

## **Perfuming Candy?**

Perfumes are being utilized for a number of industrial purposes quite aside from those connected with the concealment of obnoxious odors. Perfume is being used for instance on bread wrappers to give the loaf a fresh "breadly" odor and incidentally to conceal the rancid smell which develops when the bread has been standing a day or two. It has been used for so many purposes, that the subject rated an arti-



By FRANCIS CHILSON

*Packaging Engineer*

cle in the magazine section of a recent Sunday edition of the Herald-Tribune (New York). It seems, therefore, that the natural fragrance of candy, and of glacé fruits especially, could be enhanced by touching up the package a bit with a suitably blended perfume.

## **Corrugated Looks Up**

A sample of corrugated parchment board came across our desk the other day. How's that for a nifty packing material? Incidentally, we have often wondered why parchment has not been used more often in the packaging of candy, of fine chocolates especially, since it is moisture, oil and grease proof and can be printed in any color combination. It looks rich and still is comparatively inexpensive to the quantity buyer.

## **Wrigley's Comes to It**

At this late date Wrigley's has discovered transparent cellulose wrapping paper. When the vogue for this material may safely be said to have passed its peak, it is interesting to find one of the largest and most progressive merchandisers in the country adopting the universal

wrap. There must be an unusual reason behind their failure to adopt this material earlier.

The direct mail piece with which the new package was introduced is catchy. The gum is concealed under the folded end of the post card in what is, in effect, a small carton. A pull at the tab, and lo! the package is revealed to the chewer in all its glory!

## **Increasing Candy Consumption**

We have often wondered why candy manufacturers do not more aggressively merchandise candy as food. Nearly all food manufacturers issue booklets telling of various tricky ways of using their products aside from the conventional ones. Now along comes Hoffman, the man who put the gin in ginger, with a fetching booklet telling you how to use Hoffman beverages in many interesting ways. But it doesn't blow its own horn too loudly; it gives a number of interesting recipes for sandwiches and for various dishes which do not call for beverages at all.

## **Plastics in Candy Packaging**

Plastic substances like Durez, Bakelite, Resinox, Beetleware, and the like, should enjoy a much wider vogue in the packaging of high class goods than they do now. Their failure to make faster headway is due of course to two fundamental conditions: the candy manufacturer must either take a stock box or pay for the molds of a special one. The latter course is out of the question, for the reason that few higher priced candies enjoy distribution enough to pay for special molds.

And the former is objectionable because a high priced candy (that is to say in these times a dollar and a half or two dollars the pound) is worthy of its own box. It seems a pity that molders do not get together and design a few standard box parts which could be combined in different ways. Each molder could carry the molds for some of the several parts, and all could sell all the numbers in the series. Then, when a candy manufacturer placed an order for a special box (for by combining different standard architectural units in various ways each box would be special) the molder who got the order could take what parts he himself has out of stock and buy the rest from associated molders. Then if a candy manufacturer wanted to have his own name plate on the box, the name plate could be molded specially and glued on the assembled box. Or better still the candy manufacturer could obtain a specially designed metal label to be affixed to the plastic box.

### ***Times Do Change***

They've discovered how to color aluminum now and also how to make full telescope boxes of it. There is a thought for the box goods maker on the lookout for something new.

They've also discovered how to lithograph in color on glass. Although the process is confined to round containers at present, there's no telling what may happen soon. Meanwhile, a lithographed glass container offers a possibility to manufacturers of hard candy and marshmallows.

They've discovered a new lacquer which is light proof, insect proof, moisture proof, oil proof, grease proof; it can be applied to paper or cloth as well as metal. It is odor proof, and flexible. Apparently it will find a use in proofing papers used for peanut bags, nut candy wrapped and glacé fruit coverings.

### ***Millennium or Armageddon?***

The other day I picked up the new double-sized Mars candy bars. Three and a quarter ounces of first rate bar candy for five cents, twenty-five cents, etc., a pound at retail!

I never thought I'd live to see it.

### ***Speaking of Color***

Have you noticed the bright colors that are beginning to liven up the stands? Have you seen the flashy new Tootsie Roll packages? Eye catching, what?

### ***Medical Drops***

Ludens have placed a package of digestion drops on the stands and we incline to the opinion that it was a very smart move. As Digestion Drops will be sold on the stands, they will be within the easy reach of distressed commuters, whose hastily gorged breakfast begins to become annoying by the time the 8:15 gets in. And D. Ds. will be not less available on the subway stands to aid those who dash about in frantic search for business, especially after hastily gobbled luncheons. And now that prohibition is on its way out, these digestion drops will help allay the epidemic of hiccoughs that is likely to sweep the nation.

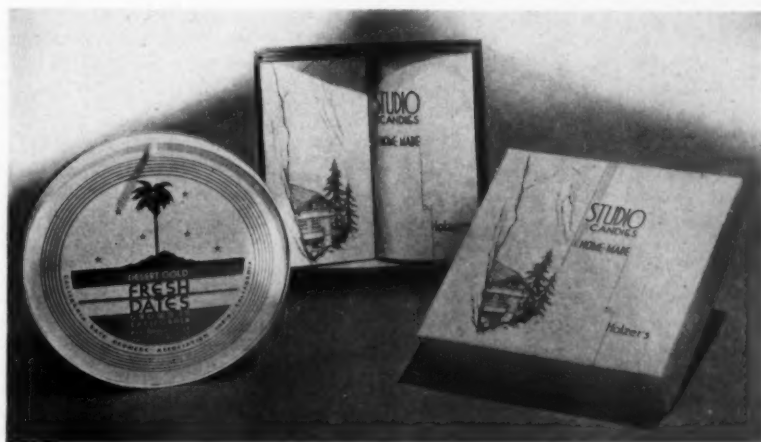
Although the almost black background of the box is probably intended to suggest the charcoal out of which most digestion tablets are made, we would not have made the box quite so funereal. It is bad psychology to suggest a crepe to a man with an acute attack of indigestion coming on.

### ***Medicated Candies***

Now that Ludens have cracked the ice, we wonder if we are in for a deluge of medicated drops of one kind or another, or in this case just tit-for-tat? A short time ago Vicks invaded the candy field by placing Vicks Cough Drops on the stands. Well, it is good business to give and take, and we see no reason why candy should not go therapeutic. As a matter of fact, if we follow some of the larger drug houses, it should do so. If we remember correctly, we described in these pages how Abbott Laboratories of Chicago had brought out a whole line of children's medicines, aspirin, concentrated medicines and tonics of various kinds. Stroud Jordan should have something up his sleeve on this. If we remember correctly "Doc" was one of the vitamin pioneers. He was talking about feeding vitamins via candy long before, even a good part of the drug trade knew anything about them. He once tried to feed us some . . . but that's another story.

### ***Whitman's Packaging Story***

Few candy concerns have followed a packaging series so consistently as Whitmans. You saw the Sampler series with its emphasis on the old fashioned needlework and the old fashioned gal. You saw the



New type of boxes introduced in confectionery packing in Los Angeles. The Date Box is distinguished by the use of a recessed lid; its companion by the use of a "Tam" lid and the simplicity of design. A creamy tan paper stock in moire effect forms the box facings and lid, the design on the cover being repeated on the leaves for advertising purposes. Fictorial effect is in brown to match the box itself. The design incorporates the locale in which the candies are made—the foothills of the Sierra Mountain Range.



pirate series in which groups of colorful and villainous looking pirates unearthed treasure chests of—not gold, Whitman's chocolates. You saw the circus series in which each different box represented an element in a circus parade: the bedecked elephant with a clown in the howdah, the calliope, the camels—all the color, all the movement and glamor of the circus were there (including Whitman's chocolates). These series have been far from the modern packaging trend but we don't think they have been one bit less effective for a' that.

### **Balsa Wood**

Packaging and shipping has taken on added interest through the recent introduction of balsa wood into this field. Balsa wood is a tropical wood, very much lighter than cork and half as strong as spruce. It possesses high insulating qualities and has found a wide use in insulating refrigerators, cold rooms and delivery trucks. One such truck was used for publicity purposes with a sign proclaiming that the temperature inside the trucks was 196 degrees below zero! And the tests showed that the trucks lost only one or two degrees every hundred miles. We believed that The MANUFACTURING CONFECTIONER is to have a story on its availability as an insulating material, so we shall stick to packaging.

Fleishman's Yeast is delivered all over the country in return boxes made of balsa, from five centrally located plants. Each box averages a minimum of seventy-five trips and a maximum of one hundred and twenty-four. The stuff is lighter than corrugated or fibreboard and it is proposed as an excellent case material for summer shipments of chocolates. And also for local delivery boxes for chain stores like Loft's and Mirror, and for city deliveries of all kinds.

It is further proposed that balsa wood be made a medium for individual candy boxes in one and two pound sizes. The use of the wood it is said would guarantee delivery to the ultimate consumer of candy in the same condition it left the factory.

It has been reported that a number of the leading package designers are already investigating its possibilities—from a decorative standpoint.

### **New Box Goods**

California Choice Foods Co. is offering the candy trade boxes of Honey-Kist figs, dates and other dried fruits. The containers are plain open faced boxes wrapped in transparent cellulose.

### **Results of Research on Paperboard Containers at Mellon Institute**

Dr. Edward R. Weidlein, Director, Mellon Institute of Industrial Research, Pittsburgh, Pa., has announced the renewal of the Robert Gair Fellowship for research on moisture-proofing and grease-proofing paperboards for cartons and boxes. The fellowship was established in 1931 by the Robert Gair Company, Inc., of New York, for the purpose of developing improved moisture-proofing and grease-proofing qualities in paperboards, used for boxes, to keep pace with the advances made in package merchandising.

Several notable improvements have already been made available to the industry as a result of the researches of the Gair Fellowship, Dr. Weidlein said in making the announcement. Among the most important is the development of a new adhesive for joining difficult-to-paste materials, as, for example, highly waxed paperboard and moisture-proof sheet cellulose. Particularly in the food industries, Dr. Weidlein said, it is frequently desirable to use a carton made of a wax-coated paperboard. When it was sought

to improve the merchandising qualities of such a package by providing an inner liner of sheet cellulose or a transparent cellulose window, the problem of a satisfactory adhesive was at once apparent. Dr. Marion D. Coulter, who has conducted the scientific studies under the Gair Fellowship, succeeded after a few months in perfecting an adhesive for this purpose that is now in actual use.

The work done under the Gair Fellowship has also resulted in the development of another adhesive for sticking one waxed surface to another. Both of these improvements are of great importance because they make available to package users a great many types and styles of packages which could not be used heretofore because of the difficulties involved in their production owing to the lack of a satisfactory adhesive.

The work of the Gair Fellowship for the ensuing year will be devoted to the major problem of developing moisture-proof and grease-proof coatings for paperboards, with Dr. Coulter in charge.

### **In Other Publications**

(Continued from page 27)

#### **No Control Over Salesmen**

The weaknesses of the sales contest idea are doubled or trebled in a contest for jobbers' salesmen. This is due primarily to the fact that whereas a manufacturer has direct control over his own salesmen and after a contest is finished can watch closely to see that there is no let down or other ill effect from the competition, when he is dealing with wholesale salesmen he is not their boss and cannot exercise any kind of rigid control or supervision over their activities during the contest or in that very critical period immediately after it.—[Editor Printer's Ink.]

#### **Attraction—Salesmanship**

(Continued from page 28)

Satisfaction on the part of the customer, however, is as important to the candy merchant as the profit he makes on the sale. It means repeat business, regular customers—a growing business.

O. K.—let's attract 'em, and let's sell 'em, but let's be sure to satisfy 'em!





## Whiffs from Old Candy Kitchens

(Continued from page 41)

man's got one dollar for this special package. It is historic as the first effort to cater to special tastes in candy, and appeared about 1905.

All sorts of special appeals have been devised by Whitman's, and of course the packages themselves have been a world-wide inspiration to confectioners. The "definite article for a definite market," with distinctive package and name, has proved very successful for Whitman's.

It is related that during the World

War a proposal was made by the Administration to standardize candy making and packages, to save expenses. Mr. Sharp entrained for Washington, and made a stirring plea for his beloved and well-advertised Sampler Package. He pointed out that the property rights in this package were worth more to his company than all the bricks, plant and machinery of his large factory. He won his plea, and the Sampler Package is still sold wherever fine candies are eaten.

## Unusual Meeting Held by the Candy Production Club of Chicago

FOUR prominent speakers, three of them well known in the confectionery industry, were featured at the monthly meeting of the Candy Production Club of Chicago, November 7, at the Sherman Hotel.

A varied program of unusual interest had been prepared.

Mr. S. R. Sanborn of the research department of the General Electric Co., Schenectady, N. Y., talked on the research work being done by his company. An educational talk on the origin and uses of cocoa and chocolate was given by Mr. Harry Simpson, Chicago manager of Runkel Brothers. Short talks were made by Mr. Frank S. Records, Secretary of The National Confectioners' Association, and by Mr. Walter C. Hughes, Legal Counsel to Members of the N. C. A.

Between 75 and 80 members of the Production Club and guests were present. The meeting was specially planned to extend the fellowship of the club to a large number of invited guests.

Letters had been sent out to all of the large Chicago candy manufacturers, inviting the attendance of candy production men, superintendents, and executives. Also to all representatives of the associated industries who attended the club's recent golf tournament.

Two new members were introduced at the meeting: Edward T. Urban, Superintendent of Close & Co., 2021 Fulton St., Chicago, and Eugene J. O'Riley, Vice President of The Chicago Company.

Seven applications for membership were received from the guests of the evening, which proved its great success.

A buffet luncheon was served after the meeting. Then the crowd broke up into several groups for cards.

The next meeting will be December 5.

## DeBevoise Candy Factory Taken Over by Metro

THE Metro Chocolate Company, one of the most progressive of the medium sized concerns in the East has taken over the plant and equipment of the Walter W. DeBevoise Co., Inc., located at 163 Carlton Ave., Brooklyn, N. Y.

In announcing this acquisition by his company, Mr. Frank Kobak stated that the DeBevoise plant would be modernized and laid out for straight line production throughout. It is expected that the plant will be ready for operation the latter part of November. Ultimately the Park Avenue plant will be closed down. Harry Altman will be in charge of production at the DeBevoise factory.

## Union Buys Lowney Equipment

A DEAL involving the purchase of all of the candy and chocolate equipment of the Walter M. Lowney plant, a branch of Candy Brands, Inc., located at 427 Commercial Street, Boston, has just been consummated by the Union Confectionery Machinery Company of New York.

This is the latest in the series of large scale purchases of confectionery equipment made by the Greenberg Brothers. Earlier this year they took over the Park & Tilford plant and equipment for subsequent disposal.

This most recent purchase enables the Union group to offer many pieces of modern equipment which have never before been available for re-sale. The Lowney factory is now open for the inspection of those who are interested in examining the available machinery first hand. A representative of the Union firm will be on the premises during the next few weeks to show visitors throughout the plant.

## Moffat Heads Own Concern

ALEX. W. MOFFAT, former vice-president of Walter Baker & Company has recently organized his own company to be known as Moffat, Inc., to manufacture a packaged brand of cooking chocolate for distribution to the grocery trade. Factory and offices will be located at 346 D Street, Boston, Mass.

The officers of this company are: President, Alex. W. Moffat; vice-president, W. H. Coolidge, Jr.; treasurer, John B. Judkins; asst. treasurer, Harold H. Brown.

## A. D. Bullerjahn Now Represents Economy Equipment

THE A. D. Bullerjahn Company, Minneapolis, Minn., have a reciprocal arrangement with the Economy Equipment Co., Chicago, for representation in the northwest and middle west states.

The Economy Equipment Company will represent the Minneapolis concern in the middle west territory out of their Chicago office on their Starch Conditioners.

The A. D. Bullerjahn Co. will represent the Chicago concern on Air Conditioning Equipment, including "Economy Conditioners" and "Lustr Koold Chocolate Conveyors" in the northwest.

## New Store Opened by Loft

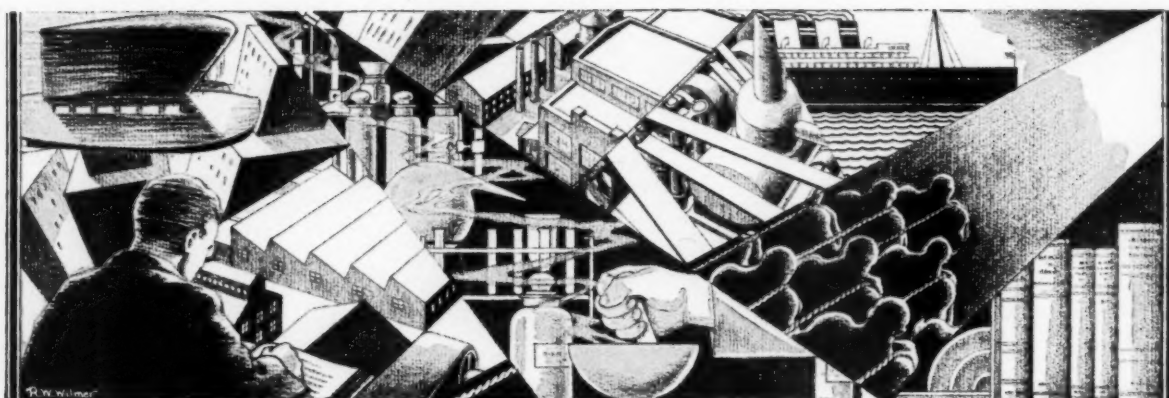
WHAT is considered one of the finest and most modern of its stores has been opened by Loft, Inc., at 105 East State Street, Trenton, N. J. The store is a large one, having a personnel of thirty-eight employees. On the opening day over 5,000 persons were served in this store. Two additional stores have just been opened in Baltimore for the Mirror chain which is operated by Loft. One of these will occupy two floors, the lower floor being devoted to candy and soda fountain trade while the upper floor will be a restaurant and tea room.

## A. H. Potter Succumbs

ARTHUR H. POTTER, head of the Potter Confectionery Co., of Cambridge, Mass., died last month as the result of complications which developed after the critical injuries he received when he accidentally fell from the fourth floor of his plant into the elevator pit in the basement.

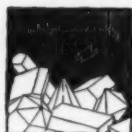
Mr. Potter was one of the outstanding figures in the candy industry of New England. He was an active and prominent member of many New England societies.

Mr. Potter was 74 years of age at the time of his death. He is survived by his widow and a daughter. The latter Miss Ina F. Potter, will continue the business management of the company.



## Monthly Digest of CURRENT TECHNICAL LITERATURE

### Forms of Milk Available for Food Manufacturers



By F. L. Seymour-Jones. *Food Industries*, vol. 2, p. 361.

THE following table of milk equivalents is useful for reference: 1 lb. bulk concentrated milk = 2 to 3 lbs. fluid milk; 1 lb. bulk concentrated skim milk = 3 to 4 lbs. fluid skim milk; 1 lb. sweetened condensed milk = 2.33 lbs. fluid milk; 1 lb. sweetened condensed milk = 2.75 to 3.25 lb. fluid skim milk; 1 lb. evaporated milk = 2.25 lb. fluid milk; 1 lb. dry milk = 8 lbs. fluid milk; 1 lb. dry skim milk = 10 lbs. fluid skim milk; 1 lb. dry cream (72% fat) = 4 lbs. of 18% cream; 1 lb. fluid skim milk plus 0.67 oz. sweet butter = 1 lb. fluid milk; 1 lb. dry skim milk plus 7.5 ozs. sweet butter = 11 lbs. fluid milk; 1 lb. sweetened condensed skim milk plus 2 ozs. sweet butter = 3.25 lbs. fluid milk plus 0.4 lb. sugar.

For sweetened-condensed, evaporated, and dried milk the federal government has established certain standards for fat and solids content. Sweetened-condensed and evaporated milk tend to approximate these fairly closely. The standard for sweetened-condensed skim milk has been lowered from a minimum of

28% milk solids to 24% milk solids. However, quotations are still made largely on the old basis. Although government standards permit up to 5% moisture in dried milk, it is necessary to go well below this figure if the product is to keep well.

### Shipping Tape Glued as Wanted



*Food Industries*, vol. 4, p. 225.

ADAPTABLE to handle kraft paper tape ranging from  $\frac{1}{2}$  to 3 in. wide of 35, 60 or 90 lb. stock, a recently devised machine produces freshly glued shipping tape as wanted. This paper gluing unit may be operated at a speed of 2 ft. of glued tape per second and is said to show a substantial saving in cost over the use of standard gummed tape for sealing purposes. The unglued paper feeds through this machine and is freshly gummed similarly to gummed tape through a moistening machine.

The tape may be prepared in various length strips or in predetermined length strips ranging from 9 to 60 inches through increments of 3 in. by means of a model fitted with a measurement gauge. The machine is motor operated and is set

in motion by pressing down a lever placed conveniently on the front of the machine. The thickness of glue put on the tape is regulated by an adjustable gauge which can be regulated according to varying conditions of paper absorbency or atmospheric conditions.

Staycloths, buckram, holland and similar sealing and reinforcing tapes may be glued the same as kraft paper. Because the machine will handle rolls of paper with 16-in. diameter containing 3,500 ft., refilling is made less often than on gummed tape moistening machines, which take 600 ft. rolls of tape.

### The Australian Nut



*The Australasian Confectioner*, vol. 17, p. 44 (July, 1932).

MUCH attention is being drawn to that inimitable nut, variously called the Queensland nut, Australian nut, bush nut, and Macadamia nut. Its flavor is acknowledged to be perhaps the best of any known nut, but the great trouble, hitherto, has been its exceedingly thick and hard shell, which has made the shelling process expensive. Attempts have been made in California, with considerable success, to lighten the shell by careful cross-breeding.

In Hawaii, all land planted with this nut is exempt from taxation and American corporations are planting the nut extensively.

Australian candy manufacturers are planning on using this nut extensively, even at a price somewhat higher than other nuts, as soon as it becomes available in quantity, for it makes possible a number of new and desirable candies. Apparently, the commercialization of this nut may be expected in the near future.

### Clear Vision Containers



*Modern Packaging, vol. 5, p. 72 (July, 1932).*

**C**LEAR vision cans, spiral wound and provided with either paper cap or metal ends have recently been placed on the market. Made of a moisture-proof and transparent composition these cans are strong, tough and durable and offer great possibilities for use with products dependent on eye appeal for sales. They can be obtained in any size from 1/2-inch to 5-inches in diameter and in any length desired. These containers are highly suitable for candy.

### Printing Transparent Materials in Rolls for Machine Wrapping



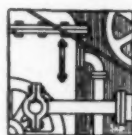
*Modern Packaging, vol. 5, p. 53 (August, 1932).*

**A** MACHINE has recently been devised by means of which moisture-proof transparent cellulose wrapping is printed in rolls, slit, and re-wound. A solid blue rectangle appearing between the successive designs on the roll controls the operation of a photo-electric cell with compensating mechanism for advancing or retarding the travel of the roll, thereby insuring perfect registration of the design.

Roll printing of transparent cellulose wrapping is also now accomplished so as to provide a wide range of widths and cut-off sizes, enabling manufacturers whose quantity production necessitates machine wrapping to avail themselves of modern

wrapping material at more reasonable cost. Printing is done in one to six colors. Additional cut-off sizes are being added rapidly. Transparent cellulose wrappers printed and cut out in this manner have been adopted by the Planters Nut and Chocolate Co.

### Influences of the Heating of Chocolate on the Caramelization of Sugar used in Its Production



*By Raoul Lecoq. Journal de Pharmacie et de Chimie, II, p. 522; Office International des Fabricants de Chocolat et de Cacao, vol. 2, p. 356.*

**T**HE gradual heating of chocolate in the process of manufacture may cause a pronounced caramelization of the sugar contained therein. A portion of the sugar is also transformed into invert sugar. The extent of these changes depends on the time of treatment and the temperature attained. Caramelization and transformation of sugar into invert sugar occur in the conching of fine chocolates and especially in overheated fondant chocolates. The amount of invert sugar produced may amount to 25% or more of the sugar originally present.

### Pop Corn



*By A. M. Brunson and C. W. Bower. U. S. Dept. Agriculture, Farmers' Bulletin No. 1679.*

**T**HE popping process is due to the sudden liberation of pressure produced by steam generated within the kernel. The source of the steam is the moisture contained in the kernel. The colloidal matrix in which the starch grains are embedded within the cell confines this steam until the pressure becomes great enough completely and suddenly to rupture the original structure.

The quality of pop corn depends upon its flavor and tenderness. A large expansion during popping is closely associated with tenderness and is desirable also because it means a large volume of the finished

product from a given quantity of pop corn. Popping expansion depends upon three major conditions: (1) the inherent structure of the kernels; (2) their moisture content; and (3) the proper application of heat. Just as pop corn pops better than flint corn, so pop corn having the least soft starch in the kernel pops better than that having more soft starch. This freedom from soft starch is probably the most important characteristic determining the popping quality of different strains of pop corn.

Good expansion during popping may be expected from pop corn containing from 12 to 15 per cent of moisture, the best moisture content being 13 to 14 per cent. The volume expansion decreases rapidly for samples having less than 11 or more than 16 per cent of moisture. Corn at these limits of moisture content can be popped successfully only if it is first treated so as to increase or decrease the per cent of moisture. Pop corn containing too much moisture will dry rapidly if exposed to the air in heated rooms. The moisture content can be increased by sprinkling very lightly with water, just enough to dampen the kernels slightly, and then storing the corn in tight containers 24 to 48 hours, or until this moisture is thoroughly absorbed.

In general, pop corn stored where it is in contact with the outside air will have a moisture content suitable for popping. In popping corn the heat should be applied evenly and neither too quickly nor too slowly. Best popping occurs when heat is applied so that popping begins in about one and a half minutes.

### Moisture Increases the Viscosity of Chocolate Coating



*By George Defren. Food Industries, vol 4, p. 127.*

**I**T is known that if a little water is added to liquid chocolate coating during agitation or processing operations, the latter becomes much "thicker" or, technically speaking, more viscous. When it contains about 5 per cent of water this chocolate coating, even if hot, can be cut with a knife like cold fudge. Adding more water gradually



"thins" the mixture to any desired extent.

Upon drying, the stiff chocolate paste, containing about 5 per cent or more of moisture, gradually becomes liquid again until it regains its former viscosity or degree of fluidity. Further drying makes the coating even more fluid. If it were possible to remove all the moisture, the viscosity would be practically the same as that of a mixture of sugar and cocoa butter.

Experiments were made with chocolate coatings containing various percentages of moisture and the viscosity, or "thickness," of the coating was measured in each instance. As granulated sugar and cocoa butter have only a very small moisture content, it is evident that the moisture in the coating came principally from the cocoa bean where it had not been completely removed during the roasting. This percentage of moisture continued into the nibs and liquor, but the relative proportion was lowered by the sugar and cocoa butter added in making the coating.

Evidently a material saving in cocoa butter can be attained by removing the moisture from cocoa beans, or from the liquor or coating made from them. Based on experience, this would represent about 2 per cent of cocoa butter in a coating.

### The Effect of the Rate of Cooking on the Sulphur Dioxide Content of Candy Made from Sugar and Corn Syrup; Also the Effect of Bleaches Containing Sulphur Dioxide.



By R. Harold Morgan, *The Analyst*, vol. 56, p 638.

THE author reports the results of tests made in England, using corn syrup containing different proportions of sulphur dioxide. The proportion of sulphur dioxide eliminated from the batch varies with the temperature to which the batch is cooked, and is greater at higher temperatures. The influence of the time of cooking was also investigat-

ed. An increase in the time of cooking reduces somewhat the proportion of sulphur dioxide left in the batch, although a constant figure is soon reached.

The effect of two samples of bleach used for candy batches cooked to fairly high temperatures was studied. One was a liquid bleach consisting of a practically saturated solution of bisulphite containing free sulphur dioxide. The available content of sulphur dioxide was 29.5%. The other sample bleach was a white powder consisting of a hydrosulphite with an available sulphur dioxide content of 53.4%. These bleaches, even in small amounts, caused an increase in the sulphur dioxide content of the candy. The author recommends that a limit of 100 parts per million be set for the amount of sulphur dioxide permitted in confectionery. Such a limit would not prevent the use of bleaching agents, but would restrict the amount that could be added. (A reasonable amount of sulphur dioxide is permitted in food products by the U. S. Food and Drugs Act.—Editor.)

### Greenfield-Repetti Business Purchased by Heide

FOR some weeks rumors have been current throughout the trade that this or that company was about to purchase the remaining units of the original Greenfield-Repetti-Lowney-Samoyet business, all of which were at one time under the wing of Candy Brands, Inc. As we go to press we learn that one of the more persistent of these rumors is at last confirmed; Henry Heide, Inc., will take over the Greenfield-Repetti unit.

This will bring to the Heide line the well known Chocolate Sponge piece manufactured for years at the Greenfield plant.

At this writing it is understood that many of the popular Greenfield and Repetti numbers will be revived and that they will eventually be manufactured in the Heide plant in New York City.

### V. O. Hermann Corporation Moves to Larger Quarters

THE V. O. Hermann Corp., is now occupying more commodious quarters in the building of 15 Park Row, New York City where they have conducted their business for the last two years. Their present facilities afford ample display space for their greatly augmented line of confectioners' equipment and for their extensive line of chocolate moulds.

### Stollwerck Founder Dies

KARL STOLLWERCK, founder of the Stollwerck Chocolate Co., famous the world over at one time for its chocolate products, died at his estate in Munich, Germany last month. Mr. Stollwerck was in his 73rd year.

### The Grass Green Container

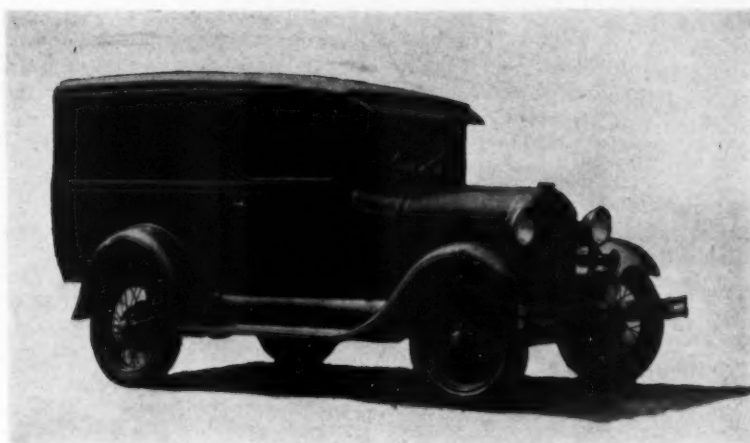
(Continued from page 21)

tles, one wrapped with black paper and the other unwrapped, and circulated air through the samples for ten days. At the end of that time the rice bran in the unwrapped bottle was rancid and the bran in the other bottle was not. He tried the effect of excess moisture. In this experiment the bran sample contained 17 per cent moisture. After being exposed to ordinary light for several days, in the clear bottle the bran was rancid while that in the black wrapped bottle was still sound.

### A Few Commercial Applications

Commercial application of the discovery should be extremely profitable. For example, corn meal, which spoils rapidly in ordinary wrappers particularly if the meal contains the germ, has been kept in green wrappers for more than a month in direct sunshine. Bakery goods like biscuits may be protected by green wrappers. Butter, which is usually packed in white paper cartons, would keep much better wrapped in green. Potato chips, which now must be changed nearly every other day because they soon become rancid, would be a more profitable commodity if enclosed in green wrappers. Ice cream cones need protection with green or black wrappers to prevent spoilage. Edible oils and numerous drugs should be protected likewise. The protective influence of green has proved useful with commodities that fade, that lose their aroma or freshness, or that lose their potency. Later investigations may show the specific action of other colors on other substances. Meantime, the manufacturer when in doubt may use black.





Greater attention to lubrication and to tire pressures will add to life and efficiency of your trucks

## Cutting Down on Trucking Upkeep

*Few simple precautions enable Confectioners to reduce truck maintenance and improve performance.*

By RALPH H. BUTZ

**I**F as much attention were paid to the proper lubrication of delivery as as to many other phases of truck upkeep," remarked the garage superintendent of an Allentown, Pa., manufacturing confectioner, "the expense of maintaining a fleet of trucks could be reduced to a considerable extent. Right here we reduced our expenses by 22 per cent during 1931, while the mileage covered was 8 per cent more than in 1930.

"We feel that every bit of this saving was effected by paying more attention to lubrication and by checking tire pressures instead of guessing about it. Our trucks were laid up for repairs less frequently and there was little serious motor trouble."

Previous to 1931 this firm had arrangements with a service station

for the greasing of its trucks. Trucks were sent out for greasing at regular intervals, regardless of the mileage covered, and yet it seemed that some of the units were always out of grease, and in some instances replacement parts were necessary on account of this condition.

### Performance Recorded

The garage superintendent requested that high-pressure greasing equipment be installed so that all the work could be properly checked at the company's own garage. After this was done he began keeping records of each truck, the mileage covered, and the material and labor used in repair work. After a truck had gone 500 miles it was run on the rack to check the grease cups and oil. Engine oil was usually changed at 1,000 miles, but was al-

ways tested after a 500 mile run.

"After we first started these oil tests," he said, "we found that it was necessary to drain the oil after 500 miles in those trucks that covered the most mileage. Our trucks are all of one type, so we decided to have a test made to determine the proper kind of oil to use for more satisfactory service.

"We put this problem up to the engineers of an oil company, because we felt that this was a technical problem about which a mechanic could have only a limited knowledge. What does the average mechanic know about such things as viscosities, pour test, flash, fire, acidity, color, carbon content, etc? If he tells the truth he will admit that he knows nothing at all. All he knows is whether the oil he is using keeps the fleet going or whether it doesn't.

### Costlier Oil, Fewer Repairs

"After the engineers tackled our problem we found that they had the advantage of having had experience with other fleets operating under conditions similar to ours. They told us that there were three types of oil that should prove suitable for our use, but to select the one of the three it was decided to make a series of tests. Samples of the oil were taken from each engine after 200 miles. These samples were then tested by the engineers. After each type of oil had been used in each truck for 1,000 miles they recommended one particular grade and this has been giving satisfactory service ever since. It is costing us fourteen cents more per gallon than the previous kind, but it would be difficult to estimate how much we saved in repair work.

"We drain the oil after 1,000 miles, and never add new oil to that already used. While the oil that has

been used for this distance may be as good as the new oil, it is the contamination in the oil that does the damage. Such things as road dirt, metal particles, water vapor, and carbon form a sludge which does not improve engine operation, and if allowed to accumulate is responsible for repair bills that are far more important than the cost of the oil."

### Saving on Tires

Tire bills also have been reduced to a surprising extent by the simple expedient of checking the tire inflation daily instead of guessing whether there is sufficient pressure for the day. Each driver is required to gauge the pressure of each tire, adding air if necessary, before the



truck is taken out in the morning. Tires are also examined for cuts. In fact, the tire equipment must be O.K. when the truck goes out for its daily grind.

"We became tire conscious," said this superintendent, "when we had a series of blowouts in apparently good tires. We began to howl at the manufacturer and he told us to inflate our tires properly. We did after that and we had mighty few blowouts since. We had to watch the drivers pretty closely when first we insisted on daily tire inspection. Some of the men had been driving trucks for years and they insisted that if a tire looked all right it was all right. To prove that they might be mistaken we asked these men to point out tires that were properly inflated. Then the air pressure was gauged, and in some cases it was thirty pounds below the required minimum. After that we had very little trouble."

### Robert Gair Company in New Offices

ROBERT Gair Company, Inc., manufacturers of paper board and paper board products have moved their executive and New York sales offices from the Graybar Building to the new Commerce Building at 155 East 44th Street, New York City. The company will occupy the entire eleventh floor of this building. The move was prompted by a need for additional space according to the company's announcement.

### Whymper Addresses the Candy Executives' Club

THE monthly meeting of the Candy Executives' Club of New York, originally scheduled for the evening of October 24th was held over until Monday evening, October 31st. Dr. Robert Whymper who has contributed many fascinating and enlightening articles to these pages was the guest speaker of the evening. Dr. Whymper indulged in an interesting discussion of "The Flavor and Aroma of Cocoa." He asserted that it was as easy to cultivate a taste for good cocoa as it was for poor, and he decried the unfortunate fact that this cultivation of the American public's taste for good cocoa had been neglected.

Dr. Whymper's talk was well received by those present and it is to be hoped that he will again be called upon to address the Club at some future meeting.

### Baker Bars Featured in New York

AIDED by a new wrapper of brilliant blue and a corps of pretty sampling girls dressed as La Belle Chocolatiere, the "new" Walter Baker chocolate bar line has made a particularly impressive showing around the metropolitan New York area recently. Huge crowds have partaken of the samples distributed by the Walter Baker trademark girls and much of the success of the present campaign can be attributed to this novel sampling stunt according to Newell Hargrave, who is in charge of Baker bar sales for General Foods. Many of the large chain stores around the Times Square and Grand Central districts have given prominent space to Baker bar displays.



**FOREMEN'S SAFETY CONFERENCES**—Programs for a series of seven foremen's conferences on safety. This is a new publication on safety issued by the Metropolitan Life Insurance Company, One Madison Avenue, New York City, N. Y.

**MILK MADE CANDIES**—A sixteen-page booklet giving formulas for candy making. Issued by the Evaporated Milk Association, 203 N. Wabash Avenue, Chicago, Illinois.

**EVAPORATED MILK — THE STORY OF ITS DEVELOPMENT FROM 1810 TO 1932**—This is a 12-page reprint of an article which appeared in the October issue of "Hygeia" issued by the Evaporated Milk Association of 203 North Wabash avenue, Chicago, Ill. It contains a brief and authoritative sketch of one of the most widely used foods—evaporated milk. Copies free on request.

**DODGE & OLCOTT PRICE LIST FOR NOVEMBER - DECEMBER**—Thirty-six pages of current prices and miscellaneous reference material now available to the trade through the company's New York office, 180 Varick street. Copies free on request.

**BRISTOL'S HUMIDIGRAPH — BULLETIN NO. 413**—This bulletin describes a new instrument for the measuring of relative humidity. Copies of this pamphlet may be obtained by writing the manufacturers, The Bristol Co., Waterbury, Conn.

**SALES—SPOT ADVERTISING**—This is a 16-page booklet issued by the U. S. Printing & Lithograph Co. of Cincinnati, Ohio. Through the use of up-to-the-minute statistical material and factual data the company endeavors to establish the importance of window display advertising as compared with other advertising media. Copies are free on request.

# Candy Industry Faces Another Tax Fight

Says Arno E. Sander

THE candy industry faces another tax fight over the 2 per cent excise on candy and a possible increase when Congress convenes in December, according to Arno E. Sander, President of the N. C. A., and Mr. W. Parker Jones who is representing the industry at Washington.

The situation as viewed by the N. C. A. officials and other leaders in the industry is reflected in the November Bulletin issued by the association office. The discussion follows:

The present tax law is not producing the revenue expected. The United States Government has collected a total of \$535,315 from the confectionery industry during the first three months in which the candy tax was operative. The collections made by months were:

July .....	\$ 52,234
August .....	176,762
September .....	306,319

It is, therefore, apparent that tax legislation may be expected when Congress convenes in December.

Mr. W. Parker Jones has just advised us from Washington that:

"It is now reasonably certain that the candy industry will again be faced with the problem of Federal taxation. Revision of the Revenue Act of 1932 at the session of Congress commencing in December is regarded by leaders of both of the major parties as being inevitable, irrespective of the results of the November election.

"The underlying reasons for revision at this time are that the new tax law is producing revenue insufficient to meet the needs of the government, and that complaints are many that the law now in effect is adding an intolerable burden to industry in many lines.

"The exact form which the new legislation will take at present is a matter of speculation. Increases in the rates now imposed upon manu-



Arno E. Sander

facturers' sales, with additions to the list of taxed commodities, and a general sales tax, either as a substitute for or in addition to the present special taxes, are among the possibilities.

"Plans for Federal tax revision will be initiated with the return of members of the Ways and Means Committee of the House and the Finance Committee of the Senate to Washington shortly after election, and, in addition, it has been announced that a White House conference will be assembled to consider the general subject of taxation.

"The early convening of the legislatures of 43 states, more than half of which will consider tax laws aimed to lessen the tax burden on land and at the same time to increase State revenues by general or special sales taxes, presents an additional problem for the industry."

The N. C. A. must adequately prepare to wage a strenuous campaign in opposition to further taxation of the candy industry. Presi-

dent Sander forcefully stated the situation when he said:

"In a recent newspaper article, Senator Reed Smoot of Utah, chairman of the Senate Finance Committee, stated that the taxes enacted at the last session of Congress, including the 2 per cent excise tax on candy, were insufficient to meet the needs of the government and that additional money must be raised to balance the budget. He further stated that at the next session of Congress, they would either have to increase the excise taxes already enacted or add additional excise taxes, or put across a general sales tax.

"Our industry has been discriminated against in the past and unless we are prepared to wage a strenuous campaign, it may be just possible that our excise tax will be even further increased, while all competitive articles are not taxed. We feel that the 2 per cent tax enacted at the last session of Congress is unjust, as we proved to the Senate Finance Committee that the industry as a whole lost money in 1931 and we know that the loss in 1932 will be even greater. It is, therefore, almost imperative that you continue your membership in this Association, as your Association is the only vehicle which can properly handle a tax protest before Congress.

"Just for the sake of argument, if your Association does not function when the proposed increase in taxes comes up before Congress, what will you do as an individual or even as a small group in your own locality, to fight this proposed increase? You must realize that you would have no standing before Congress and that it is only a national organization, representing a majority of the manufacturers in the industry that has any standing in Washington at all.

"All of the above just for your information and to make you realize that if ever your membership in this Association is worth while, now is the time."

Undoubtedly there are firms in your immediate territory who are eligible for membership in the As-

(Continued on page 52)



# "You Do Not Have to Sell the Price Cutters"

**"The Law Permits Manufacturers to Sell Whom They Please," Says Walter C. Hughes, Legal Counsel to N. C. A. Members**

**A** MANUFACTURER has the right to choose his own customers, to sell whoever he pleases, at whatever prices he pleases, and under whatever conditions he pleases," according to the law as pointed out by Walter C. Hughes, legal counsel to the members of the National Confectioners' Association, in the November General Information Bulletin issued by the N. C. A. office.

The specific fact that manufacturers have the right to refuse to sell price cutters has been definitely decided by the United States Supreme Court, Mr. Hughes declares.

This information should prove enlightening to many confectionery manufacturers who have had misapprehensions upon these points of the law.

The discussion contained in the bulletin is given below.

Question: This fall we have had several orders from a Southern jobber whom we do not care to ship due to the fact we have exclusive distributors in their territory. Will you please advise is this jobber can insist on us making shipment and if we refuse to do so, will they have recourse for damages from us?

Answer: The United States Supreme Court and the lower Federal Courts have decided a large number of cases in which this question of the right of a manufacturer to sell whom he pleases has been decided.

One of the leading cases was that of the United States vs. Colgate & Company, in which the Supreme Court in its decision, stated:

"The Act (referring to the Clayton Act) does not restrict the long recognized right of trader or man-

ufacturer engaged in an entirely private business, freely to exercise his own independent discretion as to parties with whom he will deal. And, of course, he may announce in advance the circumstances under which he will refuse to sell."

*In the above case the question that was decided by the court was whether the Colgate Company had the legal right to refuse to sell price cutters. The courts unanimously decided that the company had that right.*

Another leading case which is frequently referred to in court decisions is that of the Great Atlantic & Pacific Tea Co. vs. the Cream of Wheat Co.

In that case the Circuit Court of Appeals in its decision stated:

"Before the Sherman Act it was the law that a trader might reject the offer of a proposing buyer for any reason that appealed to him; it might be because he did not like the other's business methods, or because he had some personal difference with him, political, racial, or social. That was purely his own affair, with which nobody else had any concern. Neither the Sherman Act, nor any decision of the Supreme Court construing the same, nor the Clayton Act, has changed the law in this particular. We have not yet reached the stage where the selection of a trader's customers is made for him by the government."

*It will be seen by the decisions in the above cases and others of the same general character that a manufacturer has the right to choose his own customers, to sell whoever he pleases at whatever prices he pleases and under whatever conditions he pleases. He can refuse to sell a*

man because he wears a red necktie or any other foolish reason, or he need not give any reason at all. His goods are his own to do with them as he pleases.

All that you need to tell the Southern jobber is that you cannot accept his orders. You need not give any reason or enter into any argument with him and he can take no legal action against you for so advising him.

## Candy Industry Faces Tax Fight

*(Continued from page 51)*

sociation. You will be conferring a favor upon both the firm and the National Association if you will use your efforts to bring such eligible firms into the Association.

The Association needs the moral and financial support of every individual firm in the United States who manufactures confectionery and there has never been a greater need for trade associations than there is today.

Help increase the membership of your National Association.

## Rockwood Representative Dies

**H**ENRY HARFST, Chicago representative of Rockwood Company and well known to the candy and chocolate industry through his 15 years association with that company, passed away recently in New York. He was on his way back to Chicago from Europe where he had gone to recuperate from recent illnesses.

He was 54 years of age at the time of his death. His widow, a son and daughter survive.

## Russians Eat Own Candy

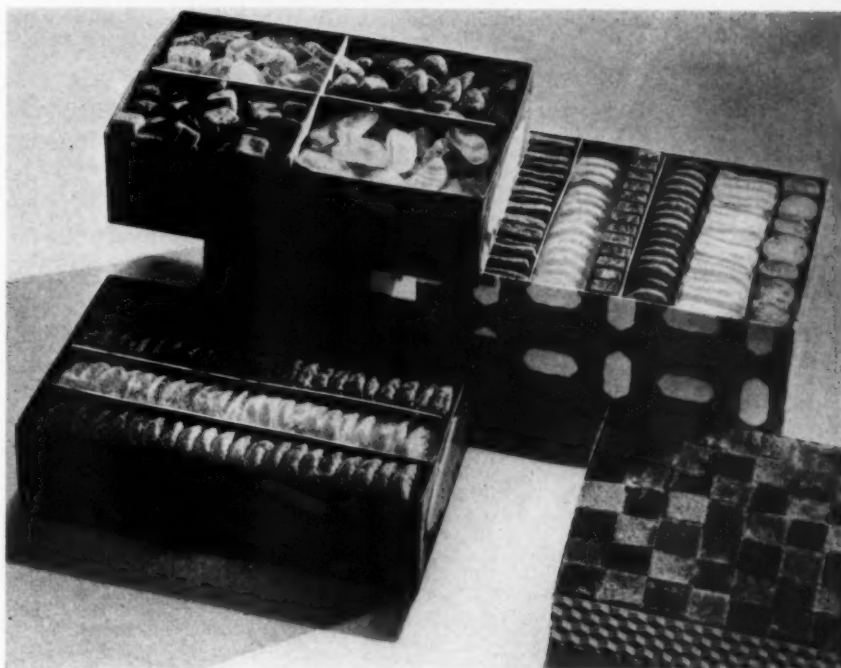
**A** RECENT report from Lamborn & Company states that according to a Soviet publication, Russian candies which were manufactured for export to the United States are now being distributed among the Russian population to alleviate the scarcity of sugar in that country.

Now the Russians are getting a dose of their own medicine!



# EXCHANGE CITRUS PECTIN WILL HELP YOU SELL MORE CANDY IN 1933

ESPECIALLY  
CAST AND  
SLAB  
JELLIES  
ALSO  
GUM TYPE  
GOODS



CAST AND SLAB JELLIES MADE WITH EXCHANGE CITRUS PECTIN

## A DEPENDABLE PRODUCT

Exchange Citrus Pectin is an accurately standardized basic raw material for the confectioner made from California Lemons and Oranges. The candy maker may use this Pectin to produce a large variety of cast or slab jellies and gum type goods to meet his own specific requirements; also to improve other kinds of confections which he makes. California Fruit Growers Exchange has developed basic formulas for the use of Exchange Citrus Pectin in Confectionery. These formulas describe the general principles involved in the proper use of Exchange Citrus Pectin to obtain the maximum benefit of its high jellifying power and include specific recipes. The candy manufacturer may then easily develop his own jelly pieces and gum type goods to conform to his requirements from a cost standpoint and to meet the desires of his trade as to such characteristics as texture, clarity, tartness, firmness, and shelf life. These formulas and information sheets are available, free of charge, to all manufacturing confectioners. They are yours for the asking. Use the coupon today and get your share of this new business.

## A WORD ABOUT SERVICE

California Fruit Growers Exchange, Products Department, has an adequate staff of technical men and candy experts to assist manufacturing confectioners in the use of Exchange Citrus Pectin. Candy manufacturers have appreciated the possibilities of Pectin in confectionery, but generally they have not been sufficiently informed about its characteristics to utilize it to the fullest extent. Confectioners can now use Exchange Citrus Pectin easily, profitably, and conveniently. Manufacturers may obtain accurate technical information pertaining to their particular problem by communicating with California Fruit Growers Exchange, Products Department, Ontario, California. Our candy experts are constantly in touch with the trade and are able to render a real service in suggesting the most efficient way to adapt our Pectin profitably to your particular method of manufacture. We invite you to take advantage of this service. Let us help you in building plus business on new items containing Exchange Citrus Pectin.



**CITRUS PECTIN**  
for  
**CONFECTIONERS**

CALIFORNIA FRUIT GROWERS EXCHANGE,  
PRODUCTS DEPARTMENT,  
ONTARIO, CALIFORNIA

Send, free of charge, samples of candies made with EXCHANGE CITRUS PECTIN; also information and formulas for the use of this new standardized basic material now available to confectioners.

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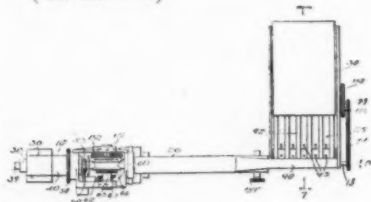


# WHAT'S NEW?



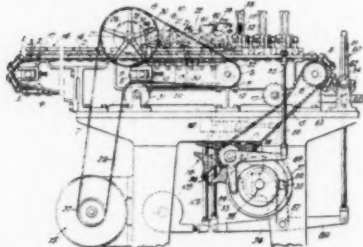
## New Patents

1,864,668. Machine for Making Stick Candy. Louis J. Propper, Chicago, Ill. Filed May 22, 1929. Serial No. 365,032. 10 Claims. (Cl. 107-4.)



1. In a machine for feeding and twisting a strip of candy and for severing said strip into predetermined lengths, strip severing means mounted for rotation upon axes transverse to the travel of said strip of candy through said machine, a rotatable support upon which said severing means is mounted, and driving means operatively connected with said severing means and with said support for rotating said severing means upon said axes and for simultaneously rotating said support in turn said axes in a plane transverse to the travel of said strip.

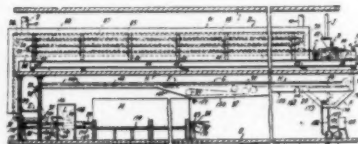
1,840,095. Candy Treating Machine. Ferdinand G. Henry, Philadelphia, Pa., assignor, by mesne assignments, to The Sweets Company of America, Inc., New York, N. Y., a Corporation of Virginia. Filed Jan. 11, 1929. Serial No. 331,808. 19 Claims. (Cl. 107-21.)



1. In a candy treating machine, a conveyor comprising a plurality of pairs of rollers, means for advancing the conveyor step by step so that pairs of said rollers stop successively at a station, means for rotating

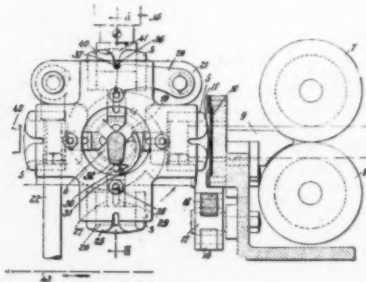
the pair of rollers at the station, and a set of rotatable cutters mounted for movement towards said pair of rollers.

1,839,731. Confection Making Apparatus. Howard C. Baum, Mt. Vernon, N. Y., assignor to National Equipment Company, Springfield, Mass., a Corporation of Massachusetts. Filed Feb. 5, 1930. Serial No. 426,137. 1 Claim. (Cl. 107-8.)



Apparatus for making confections, comprising a series of molds, confection depositing means, confection setting means and confection ejecting means, conveying means to carry the molds successively through said several means, means for spraying the surfaces of the mold cavity of each mold prior to its passage through the depositing means with a thin coating of finely-divided, atomized, greasy substance, and means for preventing the greasy spray from reaching other surfaces of the mold and from entering the spaces between adjacent molds.

1,839,719. Apparatus for Molding Confections. William Walter, New York, N. Y., assignor to Racine Confectioners Machinery Company, Racine, Wis., a Corporation of Wisconsin. Filed Dec. 11, 1928. Serial No. 325,271. 10 Claims. (Cl. 107-8.)



10. In apparatus for molding confections, the combination with a rotatable head carrying a plurality of dies movable to four stations, of a plunger in each die movable radially with said head, a stationary plunger moving cam, a single pair of feed rolls for feeding intermittently a continuous strip of confection having a predetermined cross sectional pattern, a guide tube for guiding the strip of confection directly into the die at one station, means for cutting off the feed charge at the face of the die at the first station, a plunger operable at another station for molding the charge in the die, and means in the same station for forcing a stick into the charge, means at a third station for cooling the die, and said plunger moving cam operating at a fourth station to eject the charge from the die.

1,829,568. Process of Making Edible Bar Brittles. Edward Messer, Cincinnati, Ohio. Filed Jan. 25, 1930. Serial No. 423,477. 5 Claims. (Cl. 107-54.)



5. Herein described process of producing an edible candy bar which consists in forming hard candy, with or without nuts, then breaking said hard candy into small chips or flakes, then mixing said chips or flakes of hard candy with heavy liquid chocolate, then painting a mold of any desired shape with melted chocolate candy, then placing the mixture of liquid chocolate and chips and flakes of hard candy within said mold, then cooling said mixture and mold whereupon the bar of candy may be readily released therefrom.

1,831,047. Multiple Freezing Mold. Norman M. Thomas, Brooklyn, N. Y., assignor, by mesne assignments, to Popsicle Service, Inc., Chicago, Ill., a Corporation of

(Continued on page 56)



There is no substitute for Quality

USE  
**NULOMOLINE**

## BURSTING EGGS

are desirable . . . sometimes . . . but not

## EASTER EGGS

PROTECT YOUR

## EASTER GOODS

Fermented, dry or bursted eggs will prove a keen disappointment to your consumers and detrimental to your reputation, your profits and your future sales.

A small amount of NULOMOLINE will keep your cream and marshmallow eggs fresh with a full rich creaminess.

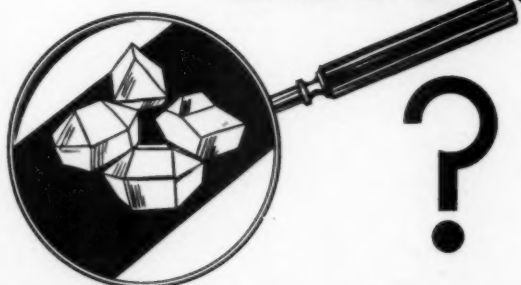
Write for information and Nulomoline formulas for the types of eggs you wish to make.

**THE NULOMOLINE COMPANY**

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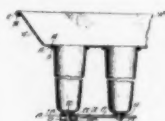
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# New Patent

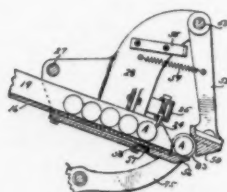
(Continued from page 54)

Illinois. Filed Mar. 6, 1930. Serial No. 433,608. 6 Claims. (Cl. 107—19.)



1. A multiple mold of the class described including a pan, an elongated mold having a closed bottom and of drawn metal having its mouth fixed in a corresponding opening in the pan, said mold at its bottom having a drawn external collar portion adapted to be worked inwardly over the head of a securing device disposed externally of the mold.

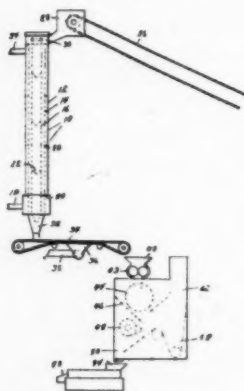
1,852,657. Machine for Stacking Lozenges. Alfred W. Kath and Burton W. Scott, Detroit, Mich., assignors to Arthur Colton Company, Detroit, Mich., a Corporation of Michigan. Original application filed Jan. 11, 1926. Serial No. 80,449. Divided and this application filed Feb. 25, 1929. Serial No. 342,390. 5 Claims. (Cl. 107—45.)



1. In a disc wrapping machine, the combination of a receptacle for discs to be wrapped comprising an inclined surface provided with downwardly converging grooves in which discs may run down, a vertically movable cross bar above the lower ends of said grooves and pivoted arms to support the bar, pins of the bar adapted to stop a transverse row of discs, a resiliently mounted support adapted to receive a transverse row of said discs when the vertically movable cross bar with its pins elevated, and a disc carrier comprising a pair of swinging and laterally separable arms adapted to engage the outermost discs of each transverse row, press them together and pull them down from between

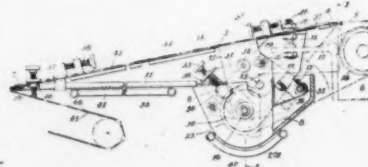
the resiliently mounted bar and support.

1,862,166. Continuous Chocolate Making Process. Dale G. Steely, Arlington, Mass., assignor to W. F. Schrafft & Sons Corporation, North Boston, Mass., a Corporation of Massachusetts. Filed June 10, 1927. Serial No. 197,959. 2 Claims. (Cl. 99—11.)



1. The method of making chocolate in a continuous manner which consists in roasting a continuously moving stream of raw cocoa beans, cracking the roasted beans of the moving stream while preserving the movement of the stream and also while preserving the oil in the beans, abstracting the shell from the moving cracked beans, additionally roasting the stream of cracked shell-free beans, and grinding the re-roasted beans to form a continuous fluid stream of chocolate liquor.

1,859,205. Confectionery. Max Marc Guggenheim, Saginaw, Mich., and George Ralph Baker, Willesden, London, England, assignors to Baker Perkins Company, Inc., Saginaw, Mich., a Corporation of New York. Filed Jan. 28, 1930. Serial No. 424,120, and in Great Britain Jan. 30, 1929. 6 Claims. (Cl. 91—3.)



3. Apparatus for discharging chocolates from a coating machine, comprising an endless transfer conveyor adapted to receive the chocolates from the coating machine, such conveyor being rendered neutral by a coating of impregnation of tempered chocolate, means for guiding a lap of the transfer conveyor in immersed relationship with a tempering bath of chocolate, said means including a driving roller located within the bath, a table pivotally mounted for limited angular movement about the axis of said driving roller, said table supporting said transfer conveyor.

## First Final State Bulletin from Retail Census Reveals Important Data

THE first of the final, detailed reports on retail trade to be issued in connection with the Census of Distribution has just been published by the Census Bureau. The report is for the State of Connecticut. It is particularly significant because it reveals the type of information that will be available soon for every state.

These final reports which are being prepared for each state will contain more information than any of the preliminary reports. Not only will they include tables showing the number of stores and sales for each kind of business, but they will contain data on operating expenses, showing separately for each kind of business the total pay roll, the value of proprietors' services, rent paid for leased premises, and other expenses, together with the number of part-time employees, percentage of sales on credit, and analyses of the sales of each kind of store by commodities.

Reports are being completed for Massachusetts, Ohio, New Mexico, Delaware, Wyoming, Arizona, Nevada and Illinois and those for other states will follow.

In addition to city tables and tables showing sales in detail in every town with 1,000 or more inhabitants, the state tables will cover the following subjects:

Retail distribution, by kinds of business; operating expenses, by kinds of business; seasonal employment characteristics; sales, by size of business; retail distribution, by types of operation; seventeen kinds of business, by types of operation; sales classified according to degree of credit; credit business, by types of operation; receipts other than from sales of merchandise; merchandise manufactured by retailers, sales to other retailers, and returned goods—by kinds of business; forms of organization, including Negro proprietorship; sales by commodities; retail distribution by counties (including cities and towns of 1,000 population and over); county distribution by kinds of business, and related data for the state.

The Connecticut report is available for 25 cents.

Dept. of Commerce Report.



